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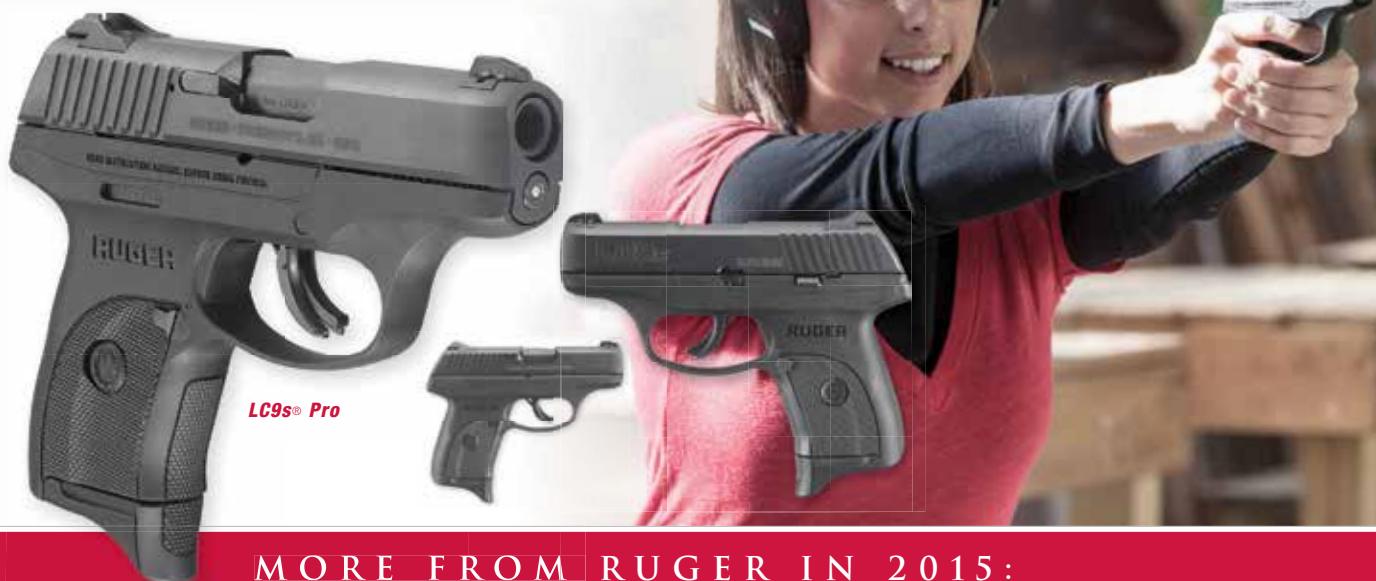


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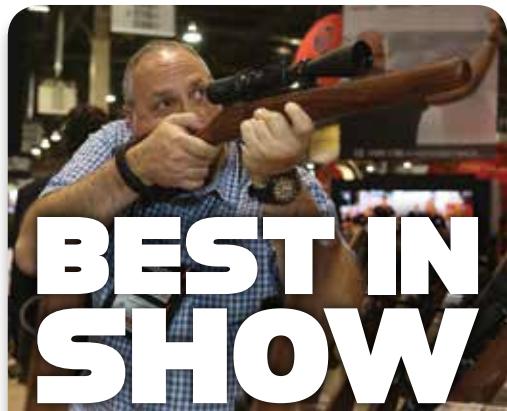
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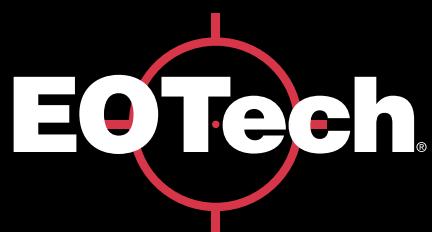
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LETTERS TO THE EDITOR

editor@shootingindustry.com

Special Offer For SI Readers

I have to tell you, two weeks after coming home from the SHOT Show in Vegas we fulfilled all of our orders. As a gun dealer myself, I've been to SHOT and placed orders, only to see them six months or later — if ever. At SHOT, I promised to have them filled in 30 days. My wife and I kicked butt and got it done in two weeks.

We did better this year than last and beat our goal. However, we now have 199 locations selling Handi-Rackers. I need your help to let people know about Handi-Racker and become dealers. Please tell your readers about Handi-Racker's extended SHOT Show Special, it will be offered only to *Shooting Industry* readers and is still active through April. We really appreciate your help, helping others. Have them call me about the last chance for this special.

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Dealers, for more information, visit Handi-Racker's webpage created just for SI readers: www.handiracker.com/si.html

Safety Standout

Warrior Tactical Firearms is honored to have been recognized by the NSSF and *Shooting Industry (Arms & The Woman, December 2014)* for our efforts in promoting firearms safety. We also could not say enough about the support we received from the

Montgomery County Sheriff's Office. Look for news soon on our plans in North Carolina!

Ryan Price, Owner
Warrior Tactical Firearms LLC
Raleigh, N.C.

S&W Provides International Support

Recently, my long-time everyday carry S&W 3914 started to act strange. The safety lever decocked the hammer only when the gun was laid on its left side, with the ejection port facing upwards. I brought the gun to a local service center and they couldn't pinpoint the problem. Since I do all my own gunsmith work and wasn't able to define the problem either, I sent an email to Smith & Wesson.

I would have preferred to send the gun directly to S&W, but since I live in Israel, that possibility was ruled out. Someone in their Technical Support Department emailed me the instructions on how to repair my 3914 and a couple days later my gun was up and running again. Thank you S&W for your great customer service!

Avi Mor
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Vista Outdoor Launches: New Business With Deep Roots

By Russ Thurman

Vista Outdoor Inc. began conducting business in early February as a new company within the outdoor industry, but one with very deep roots. The company, with more than 30 well-recognized brands in its portfolio, previously operated as the Sporting Group of Alliant Techsystems Inc. (ATK).

On Feb. 9, ATK successfully completed a long-planned spinoff of the Sporting Group from its Aerospace and Defense Groups, which subsequently merged with Orbital Sciences Corp. to form Orbital ATK. The next day, Vista Outdoor's common stock began trading on the New York Stock Exchange (NYSE) under the symbol "VSTO."

The following week, Mark DeYoung, Vista Outdoor chairman and CEO, marked the launch by ringing the NYSE Opening Bell.

"Today marks the creation of a new leading commercial and consumer-products company focused on innovative solutions, strategic customer partnerships, execution excellence and creating long-term shareholder value," DeYoung said, who served as ATK president and CEO.

In discussing the formation of Vista Outdoor, DeYoung points to ATK's acquisition of Blount International in 2001.

"That put us into the shooting sports industry, and we grew that business tenfold. We have become the largest player in the shooting sports, and with other acquisitions, we, frankly, are the largest player in individual recreation with our snow sports, golf, camping and other companies, as well," DeYoung said.

The growth produced about \$2.3 billion in Fiscal Year 2014 revenue, DeYoung said, and created the need for the Sporting Group, which included the BLACKHAWK!, Bushnell, Federal Premium Ammunition, Outers, Primos, RCBS and Savage Arms brands, to have its own focused strategy and leadership team.

"To accomplish that, we had to address the Aerospace and Defense side of ATK. We wanted to strengthen both sides of ATK's portfolio to create two strong, independent companies. We crafted a merger with Orbital Sciences that gave ATK an about-\$5 billion merger company. That created a couple of interesting benefits for Vista Outdoor," DeYoung said.

Through the merger process and partnership arrangement between ATK and Orbital, Vista Outdoor spun off with very little debt, according to DeYoung.

"That was one key event. Vista has a very strong balance sheet, with a lot of financial strength and flexibility,"

DeYoung said. "The other key aspect of spinning off Vista Outdoor, of course, is it has its own, dedicated corporate leadership team. I wake up every day and instead of having to think about defense and aerospace, and the Pentagon and NASA, I only think about the outdoor recreation market, along with our entire corporate team."

The reaction to the spin-off has been positive, DeYoung said.

"Investors see the value of a focused corporate leadership team in a separately governed company," he said. "All of our key customers I talked to, including those at SHOT Show, have been very supportive. They understand we're going to remain very focused on the shooting sports in our portfolio of outdoor recreation."

For consumers, DeYoung said the spinoff, while transparent, should be nearly invisible.

"They'll still buy great brands, and buy them where they like to buy them at a competitive price. Whether those brands are owned by Vista Outdoor or ATK, we want this to be a non-event for our consumers," DeYoung said.

2015 And Beyond

DeYoung says the industry must adjust to reasonable growth.

"We think 2015 will be fairly flat. We saw some corrections in 2014, coming off those peaks [of 2013]. We think 2015 is

Continued on page 14



Vista Outdoor board of directors, senior staff and guests, led by Mark DeYoung (center), celebrate the launch of the company at the New York Stock Exchange.

The Safariland Group Awarded Air Force Contract

The Safariland Group has been awarded a \$17.7 million contract from the U.S. Air Force for law enforcement equipment.

The products Safariland will provide Air Force Security Forces over the five-year contract period are Monadnock batons, tactical holsters and accessory kits and Second Chance body armor.

"We have been working diligently with our customer Garrett Container for several years to meet the U.S. Air Force Security Forces equipment requirements. Our high-quality products, experienced work force and capabilities to meet large order requirements enabled us to be selected for this award by Garrett

Container," said Roger Cox, The Safariland Group VP of government sales.

All products included in the contract will be manufactured at the company's facilities located in Pittsfield, Mass.; Ontario, Calif. and Jacksonville, Fla.

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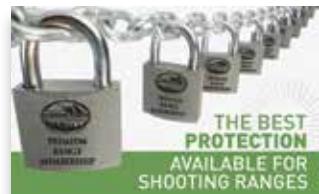
NSSF Launches Premium Range Membership

The NSSF is now offering Premium Range memberships. Modeled after the Premium Retailer membership, the new category will provide a variety of benefits and tools to range owners and operators.

"Over the past year, we've talked with many of our member range owners who expressed an interest in having a membership level that offered the additional benefits offered to our Premium Retailer members, but was tailored to the concerns of shooting range operations," said Zach Snow, NSSF manager of shooting promotions. "We think the comprehensive list of benefits in the new Premium Range membership addresses those needs, and will prove to be a foundation for

all ranges seeking to run successful and safe enterprises."

Members upgrading to the new NSSF Premium Range membership will have several tools and programs available to them, including OSHA/State OSH compliance program review, 24/7 EPA and OSHA compliance phone-in hotline, professional media consulting, on-site OSHA mock auditing and access to NSSF's legal defense fund.



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USA Archery Memberships Climb

USA Archery, the sport's national governing body, has released membership statistics showing archery interest continues to increase dramatically, especially among women and teens.

USA Archery has seen youth memberships increase 121 percent since November 2013. This is up from the previous two-year period, in which youth memberships increased 104 percent between 2011 and 2013.

Female participation in archery has seen strong growth. Memberships purchased by women are up 105 percent within the most recently observed 12-month period alone. Overall, USA Archery memberships have increased 84 percent since November 2013, with over 15,800 members today.

The archery industry has seen steady growth. The first nationwide archery survey, conducted by the Archery Trade Association (ATA), showed 18.9 million Americans participate in archery, and 5.8 million of them — close to 31 percent — are women.

"People are connecting with archery more than ever before, and we see that reflected in our membership numbers and event participation. Thanks to movies like *The Hunger Games* and *The Avengers*, people have tried archery and found it to be a fun sport they can enjoy throughout their lives," said Denise Parker, USA Archery CEO and Olympic bronze medalist.

In response to the growth of the sport, the ATA, together with industry manufacturers and organizations like USA Archery, recently conducted the first-ever "Archery Showdown," featuring an archery video competition between YouTube stars Dude Perfect and Brittany Louise Taylor. Together, the videos had over 12 million views in one week.

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Houlding Precision has hired **Blue August** as its public relations agency.
www.houldingprecision.com
www.blueaugust.com

Marolina Outdoor Inc. has selected **Ellis Communications** as its media relations agency.
www.marolina.com
www.elliscom.net

ThermaCELL has chosen **Backbone Media** to handle its public relations.
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www.backbonemedia.net

Maryland Firearms Training Academy (MDFTA) and **Adaptive Tactical** have both chosen **Laura Burgess Marketing** as their agency of record.

www.mdfta.com
www.adaptivetactical.com
www.lauraburgess.com

McRees Precision has selected **The Media Group** to manage its public relations and communications efforts.

www.mcreesprecision.net
www.themediagroupinc.com

New Breed Archery has chosen **Driftwood Media** as its media relations agency.

www.newbreedarchery.com
www.driftwoodmedia.com

SALES

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Canyon Coolers has chosen two new sales representative groups, **Mountain States Sports Marketing and Impact Marketing**.

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Robinson Outdoors Products has announced its new sales representative groups: **Hamilton and Associates, Impact Marketing, Kolder Canada, Krenzien, Krenzien and Associates, Hamlin and Associates, Lakeland Marketing, Marketing Management Group, Owens Group and Sportco Marketing**.

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Vista Outdoor Launches

Continued from page 10

a challenging year, but there was a lot of energy and enthusiasm at the SHOT Show. When we get into the fall season of this year, we think we'll begin to see some return to modest growth. Traditionally, this industry for the past 30 years has had about a 7 percent growth rate. We need to settle down for a year or two, return to some reasonable growth, and we'll get back to a long-term growth profile that is right around those mid-single-digit ranges," he said.

Looking to the future, DeYoung said Vista Outdoor will focus on innovation, growth and expansion.

"Whether it's in snow sports, archery, firearms, ammunition, optics, arrows or cleaning products, we will continue to support all our brands with organic, innovative solutions and strive for growth and value. At the same time, we will continue our proven track record to be able to buy great branded companies and take them to market in a way that increases the value to our shareholders, supports the importance of our employees and drives a better solution for our customers," DeYoung said.

Vista Outdoor is headquartered in Utah, where the company is planning to build a complex to support its operations, which include approximately 5,800 employees worldwide. Those operations, DeYoung says, continue to embrace the shooting sports.

"I believe we've established a reputation and track record of being focused on conservation, of giving back to our wounded warriors and those who have given so much to us and supporting strong organizations in the shooting sports. I was recently elected chairman of the Congressional Sportsmen's Foundation, which, hopefully, speaks to my commitment to issues for outdoorsmen," he said.

"Vista Outdoor will continue to be a great supporter of outdoor recreation and the shooting sports. And, although we will shape our portfolio around individual recreation, the shooting sports will always be important to Vista. It will always be a core business to us, and we'll remain committed to it. I hope everyone will recognize and appreciate that."

For more information visit www.vistaoutdoor.com, or follow Vista Outdoor on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

American Firearms Retailers Association Forms

The American Firearms Retailers Association (AFRA) announced in early January it had formally launched and is accepting memberships and sponsorship.

"AFRA is here to strengthen and amplify the voice of America's firearms retailers with regulators, lawmakers and other sectors of the firearms industry with competing interests. AFRA is committed to organizing and assisting the retail sector of the firearms industry — small family-owned businesses like firearms and sporting goods retailers, pawn brokers and range owners, who are the backbone to the firearms industry and who stand a counter's width

away from the consumer," the association announced.

AFRA also announced the formation of a Retailer's Advisory Committee.

"Having an organization like AFRA will give all dealers, especially those in hyper-regulated states like California, a voice to protect our interests and grow our businesses and industry," said Kris Jacob, Bullseye USA Inc. owner and a member of the advisory committee.

Visit www.theafra.org



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USC Ranks High Among S.C. Companies

United Sporting Companies (USC), parent company of Ellett Brothers and Jerry's Sports Center, has been recognized as South Carolina's fifth-largest privately held company by the "30th Annual South Carolina 100" for the 2014 fiscal year. Grant Thornton LLP compiled the rankings.

"We are proud of the growth that USC has achieved over these past few years.

Knowing we are now the fifth-largest private company in the state, and one of the largest participants in our industry, is a tremendous accomplishment and honor," said Brad Johnson, USC CEO and chairman of the board.

Visit www.ellettbrothers.com,
www.jerrysportscenter.com



Mark Ballew (third from right) of Grant Thornton LLP presents a plaque to Brad Johnson (center), USC CEO and chairman, recognizing USC as the fifth-largest private company in South Carolina.

Legacy Sports Adds New Business

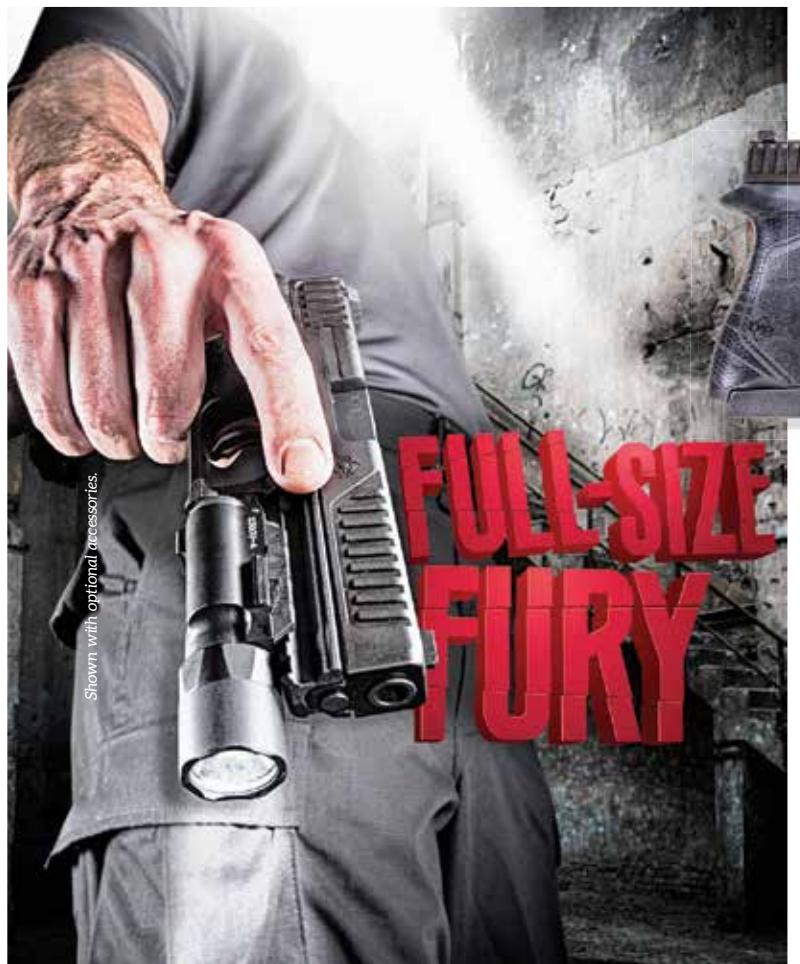
Legacy Sports International CEO Gene Lumsden, in partnership with David and John Fuller, announces his company has branched out with a new business, Reno Cerakote & Hydrographics (RCH), to provide local, cost-effective decorating for Legacy Sports products.

The services provided by RCH include the use of Cerakote coatings, as well as decorating of other products. The new branch is also offering these services to domestic and foreign manufacturers, importers, dealers and consumers within the industry.

According to Legacy Sports, RCH has access to over 3,000 patterns and is licensed by major graphics producers, providing a broad selection of available artwork.



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TOP PERFORMANCE IN 2014

Benchmade Knife Names Rep of the Year

Benchmade Knife Co. has named Scott Hayes, of ProActive Sales & Marketing, its Rep of the Year. According to Benchmade, Hayes earned the award for his hard work and dedication in growing sales in his territory and promoting the Benchmade family of quality knives.

Visit www.benchmade.com

TriStar Names Zanders' Top Distributor

TriStar Sporting Arms has named Zanders' Sporting Goods its 2014 Distributor of the Year.

"Zanders' Sporting Goods continues to show exceptional growth and continued dedication to the TriStar line. Zanders' has gone above and beyond to showcase and sell our products. The net result was a huge boost in sales for both companies," said Ryan Bader, TriStar sales and marketing manager.

Visit www.tristarsportingarms.com,
www.gzanders.com



Stefanie and Glenda Zanders (center) accept the Distributor of the Year award from TriStar's Ryan Bader (left) and Gus Bader.

DNZ Products Recognizes Ellett Brothers

DNZ Products has named Ellett Brothers its Distributor of the Year.

DNZ Products manufactures scope mounts and mounting accessories at Certified Machining Inc. in Sanford, N.C.

Ellett Brothers and Jerry's Sports Center are subsidiaries of United Sporting Companies.

Visit www.dnzproducts.com,
www.ellettbrothers.com

Buck Knives Honors Agency And Rep Of The Year

Buck Knives has presented its 2014 Sales Rep. Agency of the Year award to J.

Harding Associates and Tackett Brothers. Buck Knives also named Deb Garwick of Tackett Brothers its Sales Rep of the Year.

"Tackett Brothers and J. Harding Associates were both equally deserving of being named our sales rep agency of the year. Each agency has served as great catalysts for the growth of the company. It is a privilege to honor them for their many accomplishments and contributions to a record year," said Bob George, Buck Knives director of sales and marketing.

Deb Garwick has been extremely influential in Buck Knives' successful growth in the mid-central U.S., according to Buck Knives.

"Deb exhibits a high level of commitment and an innate ability to compete in a crowded marketplace," George said.

Visit www.buckknives.com,
www.tackettbrothers.com

Hunter's Specialties Presents Sales Awards

Hunter's Specialties presented its annual sales awards to its rep groups in January.

The Extra Mile Award was presented to Mike Oldak, of Thomas F. Gowen & Sons; Shawn Rea, of Murski Breeding Sales; and John Sandosky, of Outdoor Market Group.

The award for Individual Largest Percent Increase was presented to Paul Wood, of Murski Breeding Sales.

The Rep of the Year Award was presented to Mike Murphy, of Jeff Robles & Associates, and the Rep Group of the Year was presented to Murski-Breeding Sales.

"We are really proud of the work our sales force did in 2014. Hunter's Specialties is looking forward to another successful year in 2015," said Terry Johnson, Hunter's Specialties VP of sales and marketing.

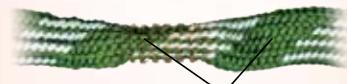


Kelly Mudge (left) and Matt Breeding (right), of Murski Breeding Sales, accept the Rep Group of the Year award from John Trull (center, left) HS CEO and Terry Johnson, VP of sales and marketing.

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Bushnell Supports Folds of Honor

Bushnell has announced its 2014 contributions to Folds of Honor Foundation totaled \$364,500. Since establishing a partnership in 2010, Bushnell has donated more than \$1 million to the foundation.

"With support from partners like Bushnell, we're able to help lift up military families and honor the sacrifice our service men and women make to protect our freedom," said Major Dan Rooney, Folds of Honor founder.

Founded by Maj. Rooney in 2007, Folds of Honor provides educational scholarships to the spouses and children of service members killed or disabled during U.S. military service. Since its formation, Folds of Honor has awarded thousands of scholarships to deserving families across the nation and provided necessary assistance to many more.

For more information about the Bushnell and Folds of Honor partnership, visit www.bushnell.com/global/company/folds-of-honor. To learn more about Folds of Honor, visit www.foldsofhonor.org.



Matt Reintjes (left), representing Bushnell, presents a check to Maj. Ed Pulido (center) and Ben Leslie of Folds of Honor.

Eastman Outdoor Announces Changes

Eastman Outdoors Inc. has announced the completion of a succession plan in which Rob Eastman and Erik Eastman have purchased the equity of Bob Eastman, their father, and now own 100 percent of the company.

The role of Rob Eastman as CEO/president, Erik Eastman as VP and John Biafore as COO remains unchanged. Mark Reasoner has joined the company as senior VP of sales. Reasoner was most recent-

ly senior VP and general manager of Pure Fishing, North America.

"Everyone at Eastman Outdoors recognizes Bob's lifelong involvement in the archery industry and respects his personal and business achievements. It is our hope that one day he is inducted into the Archery Hall Of Fame," said Rob Eastman.

Visit www.eastmanoutdoors.com

A large, detailed photograph of a Tavor SAR rifle. The rifle is shown from a side-on perspective, highlighting its ergonomic design, including a curved magazine well and a forward assist. Various attachments are visible, such as a green laser sight, a black light rail, and a silver Picatinny-style rail. The rifle is held by a person wearing a dark jacket. Overlaid on the bottom left of the image is the word "POWER" in large, bold, red capital letters. Below the main image, the text "BALANCE of POWER" is written in large red letters, followed by the subtitle "Compact, Comfortable, Accurate." in white.

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Battenfeld To Acquire Hooymen Saws

Battenfeld Technologies Inc. announces its intention to acquire the assets of Hooymen Saws, a manufacturer of extendable tree saws designed for the hunting and outdoor industries.

"We look forward to the Battenfeld Technologies team taking Hooymen Saws to its next level of success with new product developments and a continuation of the exceptional service and support that

our customers have enjoyed," said Andrew Hooymen, founder of Hooymen.

Battenfeld Technologies plans to relocate Hooymen operations to its Columbia, Mo., facility upon completion of the acquisition. The company expects there to be no impact on deliveries of Hooymen products.

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Laser Devices Changes Name

Laser Devices Inc., a Beretta Holding company, became Steiner eOptics on Jan. 1, 2015. Kicking off its new name at SHOT Show 2015, Steiner eOptics launched three new tactical laser illumination and aiming devices under the Steiner brand.

"The combination of laser, infrared and thermal technology with optics and advanced lens coatings is how we'll create tomorrow's aiming solutions for our law enforcement, military and commercial markets," said Mark DiOrio, Steiner eOptics GM. "By combining Laser Devices' 37 years of innovating laser technology with Steiner's nearly 70 years of creating rugged, high-quality optics and lens coatings, we've got the perfect team to build the next generation of eOptic laser aiming and illumination solutions."

Visit www.steiner-optics.com

Aimpoint Celebrates 40th Anniversary

Aimpoint marks its 40th anniversary this year. Founded in Sweden in 1975 by Gunnar Sandberg, the company's electronic sight technology has been embraced by hunters and competitive shooters. Its U.S. subsidiary, Aimpoint Inc., is located in Chantilly, Va.



Aimpoint:

The U.S. Army was the first military unit to recognize the advantages of Aimpoint's parallax-free, red-dot technology, awarding Aimpoint its first contract in 1997. Since then, Aimpoint has delivered over 1 million sights to U.S. military forces.

"Forty years ago, a small group of Swedish entrepreneurs developed a sighting technology for use by European hunters. They had no idea the company which formed from these humble beginnings would ultimately become the worldwide standard in reflex sighting technology," said Lennart Ljungfelt, Aimpoint AB president. "We have reached this company milestone by always placing the needs of the customer first, and by designing high-quality products that can survive in any conditions."

Visit www.aimpoint.com



The New Direct Impingement .308 by POF USA

Olde School

The term Olde School dates back to the early 1800's. It refers to a traditional and common way of doing things. The Olde School from POF uses a direct impingement operating system and is packed full of functional benefits that POF excels at delivering like complete ambidextrous controls, 11.5" M-LOK compatible M-Rail, E2 extraction technology and a straight Inconel® gas tube. The inconel® gas tube takes reliability to the max by nearly doubling the heat the gas tube can sustain. The Olde School truly combines the old with the new.



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INDUSTRY NEWSMAKERS

XS Sight Systems Hires Director, Managers

Nikki Turpeaux is now national sales and marketing director for XS Sight Systems. She is the owner of Archangel Tactical LLC and founder of the Get A GRIP Personal Defense & Firearms Training Program.

Chris Abernathy has been promoted to business development manager. Abernathy has served in the U.S. Marine Corps, and worked with PARA USA. He joined XS Sights in 2013.

Tanya Gorin is now commercial sales manager. She joined XS Sights in 2012 as wholesale relations and database coordinator.

NASGW Names President

Kenyon Gleason is the new president of NASGW, succeeding Maurice (Moe) Desmarais. Gleason previously served as VP of development and field operations for the American Road and Transportation Builders Association (ARTBA).

"We are delighted to have Kenyon join NASGW," said Pete Brownell, NASGW chairman. "His extensive background in association management and government relations makes him an ideal candidate to succeed the very successful career of our current President Moe Desmarais."

Gleason has over 20 years of media, communications, government relations and political experience.

MidwayUSA Promotes Managers

Nathan Hill is now merchandising manager for MidwayUSA. He previously served as a customer service supervisor and product line manager.

Theo Miller is now merchandising product line manager. Miller has served as a purchasing specialist for the gunsmithing and ammunition lines.



N. Turpeaux



C. Abernathy



K. Gleason

Comp-Tac Announces Director

Ryan Preece has been hired as director of dealer sales for Comp-Tac.

Preece has over 10 years of sales leadership experience and has held positions at Voodoo Tactical, Blade-Tech Industries and G.I. Joe's Sporting Goods.

SIG SAUER Promotes VPs

Steve Rose has been promoted to VP of the defense strategies group for SIG SAUER.

Tom Jankiewicz has been promoted to VP of the law enforcement sales group.

"Much of our current success is due to the hard work of Tom and Steve, so these promotions are more than deserved," said Ron Cohen, SIG SAUER CEO.

DMT Diamond Machining Technology Announces Director, Sales

Jeffrey Burns is now director of sales for the Eastern Region at DMT Diamond Machining Technology.

Burns previously served as sales director for Magellan GPS and as national sales manager for Reebok International's Running Specialty Group.

Texas Armament & Technology Hires Director

David Anderson is now director of marketing for Texas Armament & Technology. He has 10 years experience in the media/publishing industry.

Action Target Names CFO

Shayne Gibbons is now CFO of Action Target. He most recently worked at Boart Longyear as VP of drilling services, finance.

"Shayne's proven track record across multiple industries and various finance positions of increasing responsibility has prepared him well to fill this position," said Mike Birch, Action Target CEO.

Leupold & Stevens Announces Manager

Michael Wunnicke is now product line manager for Leupold's Elite Shooting Gear line. Wunnicke previously held key product development positions at Adidas,

Under Armour and SIG SAUER Electro-Optics. He spent several years at Leupold & Stevens in the roles of key account manager and brand manager.

Armalite Names VP, Manager

Eugene O'Brien is now VP of operations, responsible for the planning, development and implementation of Armalite's operational strategy and overseeing machining, manufacturing, procurement and distribution departments.



E. O'Brien

O'Brien has 15 years of experience in various industries including engineering consulting, manufacturing and technology, and most recently served as senior analyst with FNH USA.

Jeremy Gresham is now the East Coast regional sales manager at Armalite. Gresham previously worked for Kevin's Guns and Sporting Goods and United Sporting Companies.

Predator Tactical Names President

Eric Iverson is now president and director of manufacturing. He previously served as director of manufacturing for Knight's Armament and owned a precision manufacturing and consulting company.

"We are unbelievably lucky to have found someone of Eric's extensive background, management skills and business expertise," said Matt Burkett, Predator Tactical owner. "His breadth of engineering knowledge and his manufacturing connections are stunning."



S. Gibbons

Chris Tinkle is now chief sales officer for LaserMax.

"Chris is an immensely talented executive with valuable industry expertise and a vision to lead the organization's growth," said Susan Houde-Walter, LaserMax CEO. "His talents for driving exponential growth and measurable results in our rapidly evolving industry are a welcome addition."

Tinkle has over 25 years of progressive executive management experience, including positions at Remington Outdoor Co., Equifax Workforce Solutions, Ontario Systems and Xerox Corporation. ©



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Eagerly Anticipated Guns From SHOT Show

There wasn't a bumper crop of new defense guns introduced at SHOT Show this year, for sure, but some will definitely sell in the personal-defense market. Some major makers, notably Springfield Armory and Smith & Wesson, confined themselves to variations on existing themes this year: good new stuff, but no game-changers. Let's look at some products that generated a considerable amount of attention from dealers at the show.

Beretta USA lit a fire under their bread-and-butter Model 92 series in a couple of ways. First, they collaborated with Wilson Custom on a signature Model 92G (decocker only) Brigadier Tactical with the features customers have long been calling for. If the Internet is any barometer, this gun has sparked renewed interest in the big 9mm as a service and home-defense pistol. The other big news is a new generation of the Model 92/M9 with smaller grip-frame, built for the on again/off again talk of a new service handgun for our military.

Glock was expected to introduce their long-awaited single-stack concealed-carry 9mm to compete against the S&W SHIELD and the Springfield Armory XD-S, but it was not to be; word from the SHOT Show floor was the debut is scheduled for the NRA Annual Meeting & Exhibits later this month in Nashville. If there is any new gun for 2015 causing droves of public interest it will be this one, probably designated the G43. Glock's optics-ready long-slides and 6-inch barrel G40 10mm introduced at SHOT 2015 will, however, appeal to competitive shooters and outdoorsmen respectively.

Colt's new offerings are mostly slight variations of their classic 1911 pistol, but some of the collectors who frequent your store will be interested in the new run of 1908 Pocket Model .380s. True to the original specs of this famous classic, they're built off-site from



A maker who listens to its brand's enthusiasts and tailors a new version of an old model can create sales interest — the new Beretta/Wilson 92G Brigadier Tactical 9mm is proof.

the Colt factory, but still to a high-quality standard. Not a bestseller for the general public, certainly, but it has caused much discussion among Colt aficionados.

The Turkish Canik TP9 showed me it worked in early testing. With a sub-\$400 retail, it ran fine and was accurate. I'd say it's a cross between a Walther P99 and a Glock — this is going to sell well for your entry-level market. Stock Canik's double-/single-action TP9, not the SA version; on the latter, if the user hits the decock lever, the gun can't fire until the slide has been racked to chamber another round.

Upgraded Features Create Sales

Ruger's new-for-2015 offerings I've seen ordered thus far are the Match Champion GP100 .357 revolver — upgraded with adjustable sights — and Lightweight Commander-Style 1911 .45. It's the first 1911 I've seen come from its maker with a titanium ramp inset to keep wide-mouth hollowpoints from chewing up the ramp area of the aluminum frame. Show this feature to the customer who wants a lightweight 1911 — coupled with the good price point, it's likely to equal a sale.



Taurus announced its Curve pistol prior to SHOT but it wasn't on shelves yet. The curved shape designed to fit hip or pocket for right-handed shooters is a major selling point. Heavy print and Internet coverage has already created huge interest for the Curve; I predict this may be Taurus' biggest seller since the Judge came out 10 years ago.

Korth's firearms have a reputation analogous with a Rolls-Royce: high prestige, fantastic workmanship, but a price out of reach for the common man. That's changed this year with their new Sky Marshal revolver. Chambered in 9mm, with appropriately short cylinder and frame, its MSRP is right at \$1,000. The Sky Marshal will eject rimless 9mm rounds without a moon clip. I predict some customers will like the "tacticool factor" of its integral accessory attachment rail on the right side.

Remington is reintroducing the R51; this time, they promise, it will work. After last year's recall debacle, many will be reluctant to buy but there's a reason marketers say, "there's no such thing as bad publicity" — which has created interest in this pistol. Mechanically-inclined folks (like so many shooters) have an irresistible "I've got to find out for myself" attitude. So, I wouldn't be surprised at all if — assuming Remington has the design right — the R51 comes back and sells.

A gun's "theme" and price can sell itself, like the shorter Lightweight Commander-Style SR1911, but so can an important new feature — like the titanium feed ramp seen on the new-this-year Ruger (inset).

New Long Guns

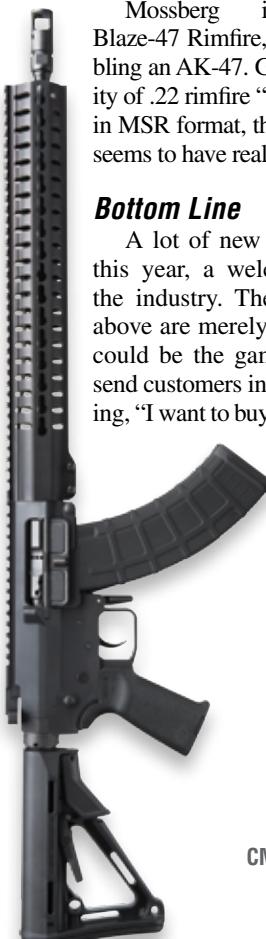
CMMG has a new "hybrid" rifle your customers will be asking about. They named it, appropriately, the Mk47 Mutant. Think: AK-47 magazines and AR-15 controls. Chambered for 7.62x39mm, its bolt design is reminiscent of the AR-10 7.62 NATO, the classic gas-impingement concept of the AR-15, and of course, AR accessory modularity. It falls in the class of guns not yet proven in the field, but capturing the imagination of enthusiast buyers — it absolutely has sales potential!

Kalashnikov USA is scheduled to open in 2015, we're told. Your customers will be interested, so it's a development worth keeping tabs on. It's good to remember for the Kalashnikov-style rifle made in America, we've long had the excellent Arsenal Inc. brand out of Nevada. I have to say that Arsenal Inc.'s .223 is the smoothest AK-47 clone I've ever shot.

Mossberg introduced the Blaze-47 Rimfire, a .22 LR resembling an AK-47. Given the popularity of .22 rimfire "understudy guns" in MSR format, this new Mossberg seems to have real sales potential.

Bottom Line

A lot of new SKUs came out this year, a welcoming sign for the industry. The firearms listed above are merely the ones I think could be the game-changers that send customers into your store saying, "I want to buy one of these!" ☺



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Fifteen seconds — that's the average length of time a customer spends on your website before they decide whether to stay or leave. That's just enough time for them to glance at your logo, scan a headline or two, click a few links and maybe hit the "play" button on a video.

Bottom line: Everything on your homepage should be eye-catching, brief and memorable. If you operate on the principal that your online visitors (customers) need to be wowed or wooed, then you're headed in the right direction.

People often judge the legitimacy of your store based on your virtual curb appeal — your brick-and-mortar shop isn't the only storefront that needs maintaining. I can't count how many times I've left a website because it was too difficult to navigate or poorly designed. That's probably happened to you, also. I'm sure we've all missed out on some excellent deals, too, just based on the "look" of a company's website.

Whether you're thinking about upgrading your online presence or building your website from scratch, there are several ways to make it successful. Team up with a local web designer who can accomplish what you need. It's well worth avoiding the headache of a less experienced designer, even if he is your brother's friend's dentist's son who can give you a great deal. Here are a few basic elements your website needs:

- A modern and responsive design
- Easily accessible information
- Regular updates
- Connection to social media

Visually Appealing, User-Friendly

BLACKHAWK!'s recent website facelift is a great example of these elements in action. The website is visually appealing and extremely user-friendly. Optimized for mobile devices, it's easily viewable on-the-go. This is important for today's businesses.

In 2014, mobile devices became the most popular way to surf the web, surpassing desktop computers for the first time since the birth of the Internet. It's crucial for your website to be "responsive," one that adjusts for viewing on desktops, tablets and smartphones. If your website isn't friendly to a phone's browser, then you may be losing customers because it's simply too difficult to navigate.

In addition, your navigation structure should make sense to your average visitor. There's no reason to make someone perform index finger gymnastics while clicking through your site. BLACKHAWK! breaks down their navigation by product. Yours may look a bit different.

Relevant navigation links could include an "About" section (or more creatively labeled, "Faces of Our Store"), "Inventory" or "New Products," "Location," "Contact Us," "Newsletter" signup, "Blog" and "Videos." Some of these should be prominent on your main page, just like BLACKHAWK! features their newsletter signup as visitors scroll down their homepage. Consider displaying links to your training classes and events, as well as downloadable concealed carry forms.

Customers often associate how often you update your website with how relevant your actual store is. Nothing says "we're out of touch with the market and our customers" like a website that

hasn't been updated in months — or even years. We've all been on websites and wondered if a business is even still open because their website is outdated.

BLACKHAWK! has a section called "What's New," keeping customers in touch with their latest products. In addition, the company rotates different "teasers" — eye-catching photos and headlines — regularly on the homepage. There's a reason why it's the first thing you notice and why it keeps you on their website.

BLACKHAWK! also displays links to their social media platforms on their homepage. Your goal is to keep customers on your website, or within your sphere of influence. If they click off your site to visit another, make sure it's your Facebook page or your Twitter account. You can also add features to your website that allow visitors to share your site with their friends. It's an important part of free marketing for your store.

One more important basic: What is the number one reason people visit your website? They are looking for your store location, hours of operation and contact information. These three items must be on your homepage somewhere, or you should have a prominent link at the top of the page that redirects them to this key information quickly. Once again, I've clicked out of businesses' website when I couldn't find their actual store location. It's an easy fix that could gain more foot traffic to your store.



BLACKHAWK!'s new website is visually appealing and extremely user-friendly across all platforms, including mobile devices.

Create An Engaging Web Experience

Now is an excellent time for you to examine all of your virtual business presence. In today's marketplace, if you don't exist online then you don't exist at all. While nothing can replace a store walk-in — actually handling a firearm or examining accessories — you can still create an engaging web experience that entices customers browsing your website to want to browse your store's aisles, as well.

Review the four basic elements presented here, and then examine your website. Do you need to make changes to improve your virtual curb appeal? Those changes can have you well on your way to being a top Google result when customers are searching for a place to purchase a firearm.

Continued on page 30

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Browning Thanks Facebook Fans

Browning celebrated a 2-million-fan milestone on Facebook late last year. The company says the primary reason of high visitor traffic is customer service, frequently answer questions and updates about new products. In addition, Browning fans share product information and shooting tips with each other, which has increased the number of "Likes."

The Browning Buckmark, proudly displayed on their page, has become a unifying symbol among fans. The company says the symbol "represents a mutual love of the outdoors and the outdoor lifestyle. It appears on the things we wear and use and make. It represents a common emotion that comes from quality time in the outdoors with family and friends. It represents a sense of excellence and quality."



Browning's mission statement also echoes a dedication to their fans: "This is the official Facebook page of the Browning Company. But it is really the official page of Browning fans. This is a place to be with other hunters and shooters who love the Browning brand just like you."

Visit www.browning.com

Ruger Introduces Ultra-Compact

Earlier this year, Ruger released their upgraded ultra-compact pistol, the Ruger LCP Custom. New features include a dovetailed rear sight with a photoluminescent front dot sight for easy target acquisition, a polished stainless steel guide rod and a wide skeletonized aluminum trigger for reduced felt trigger pull.



Utilizing the same build and size of the original LCP, the LCP Custom is 0.8 inches wide and weighs less than 10 ounces when unloaded. It holds 6+1 rounds of .380 ACP and a six-round magazine is included.

"As a rugged and reliable Ruger, its introduction brought the class of ultra-compact pistols to the mainstream shooting market," said Mike Fifer, Ruger CEO. "Now, with its easier-to-see sights, wider trigger and stainless steel guide rod, the LCP Custom will continue to serve law-abiding citizens as the best in its class."

Visit www.ruger.com

Versacarry Offers POP Display

Versacarry is offering a point-of-purchase display to help dealers organize an assortment of the company's ZeroBulk holsters. They encourage dealers to utilize the display to "enjoy versatility, high margins and fewer stocking headaches."

The display holds 38 holsters ranging from extra small versions

for .380 pistols to .38/357 revolvers. ZeroBulk Versacarry holsters are ideal for ambidextrous shooters, excellent for deep concealment and adaptable for firearms with lasers.

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Colt's **1880RG Lightweight Government Rail Gun** is chambered in .45 ACP and features a black, hard-coat anodized aluminum receiver and a blued carbon steel slide. It features a 5-inch National Match Barrel, Novak LoMount sights and enhanced wide front and rear slide serrations. The 1880RG features an M1913 Picatinny rail, extended single-side safety lock and upswept beavertail grip safety.

Colt Lightweight Government Giveaway

The Maxpedition **Star Spangled Banner 3D Morale Patch** measures 3.08 inches by 2 inches, is made from PVC rubber and includes an additional loop field lined sheet for sewing onto clothing or protecting hook back.



The Maxpedition **Ferox Folding Knife** features a drop-point 3.25-inch blade and measures 7.7 inches when open. Made of 5Cr13 heat-treated steel, the knife features an ambidextrous thumb stud, liner lock, fiber reinforced nylon handle, thong hole and tip-down pocket clip.

The Maxpedition **Testudo Case in Khaki Foliage** accommodates 17-inch or smaller laptop computers, features padded protection and checkpoint-friendly designs. The Testudo features organized pockets to give your electronics and gear a home and internal loop field for attaching Maxpedition Hook-&Loop accessories. The bag features a grab handle, removable Tactical Shoulder Sling and concealable ergonomic backpack straps.

The Maxpedition **Aftermath Bag** is a compact toiletries bag for carrying compartmentalized travel essentials. It features a fold-away hook and an internal zippered clear window compartment.

*Note: With this month's prize package, we're retiring the *Dealers Only Giveaway*. Manufacturers/distributors, thank you for your generosity and support of this program. Dealers, we will replace this page with an added service to you; look for special giveaways in the future.



Dealers, to win this prize bundle, visit www.shootingindustry.com/giveaway and complete a brief, four-question survey. You will automatically be entered to win. Entries must be received before June 1, 2015. Winners must respond within 30 days of receiving notification or an alternate winner will be selected.

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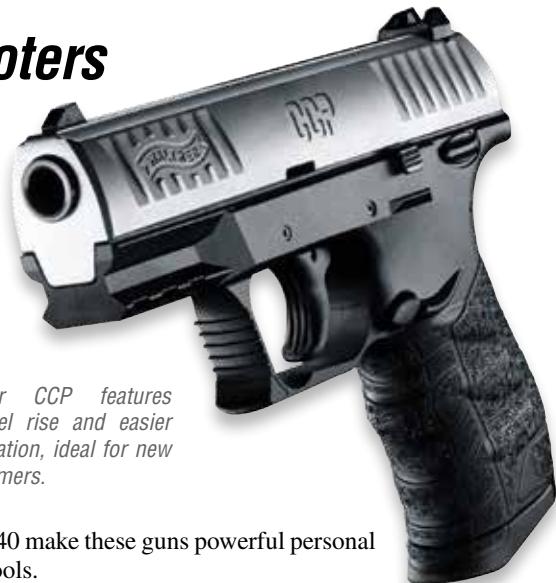


Hot New Products For Women Shooters

Spring might be the most wonderful time of the year for fire-arm dealers and customers because all the products debuted at SHOT Show begin to get stocked on store shelves. The NSSF conducted a recent study that shows 55.6 percent of women are planning to purchase one firearm in the next 12 months, and that most of their purchases won't be impulse buys. The good news for retailers? This cautious buying style translates into several visits to gun stores to research firearms, which gives retailers ample opportunity to introduce women to new products.

In firearms, the Walther CCP chambered in 9mm is ultra-concealable and sports Walther's SOFTCOIL gas-delayed blowback technology that slows down and delays the rearward motion of the slide, allowing for reduced barrel rise and easier slide manipulation. The CCP has an overall length of just 6.41 inches, is 1.18-inch wide and weighs in at 1.39 pounds, making it ideal for concealed carry. The CCP has an eight-round capacity, 5.5-pound trigger pull, interchangeable front sight with white dot and a reversible magazine release for right- or left-hand operation. The finish on the CCP is stainless or Cerakote black. An ergonomic grip with a special non-slip surface and an external as well as internal safety round out the package.

Springfield Armory continues to improve upon their polymer pistol offerings with the XD Mod.2 Series of pistols chambered in 9mm, .40 and .45 calibers. It weighs in at only 26 ounces, making it a serious candidate for a concealed carry gun. Springfield has created what it calls the "GripZone," incorporating a variety of features to make the gun more comfortable to shoot. These guns sport three different types of texturing on the grip and pronounced rear serrations for easy slide-racking. The high-hand beavertail and grip relief work together to help reduce felt recoil. A fiber optic front sight and low-profile extended rear sight aid in quick target acquisition. A 13+1 round capacity in the 9mm and a 9+1



The Walther CCP features reduced barrel rise and easier slide manipulation, ideal for new women customers.

capacity in .40 make these guns powerful personal protection tools.

The latest addition to Kahr's double-action compact pistol line is the CT380. This .380 ACP-caliber pistol is part of the Kahr Value Series and sure to be popular with budget-minded lady shooters.

The CT380 features a 3-inch barrel, an overall length of 5.52 inches, height of 4.4 inches and weighs just 11.44 ounces. The pistol has a black polymer frame and has steel inserts molded into the front and back of the frame for added rigidity. It has a machined, solid 416 matte stainless steel slide and a textured polymer grip. A lock breech, modified Browning-type recoil lug, and "safe cam" action and offset recoil lug barrel design add up to very little felt recoil and quick follow-up shots. Sights are drift adjustable white bar-dot combat rear sight and pinned-in polymer front sight. This gun's size and easy operation make it a top contender for a personal protection firearm.

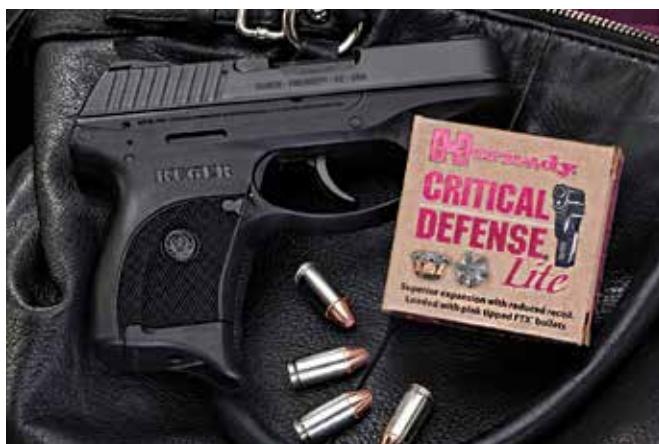
Must-Have Accessories For Every Woman Customer

Fans of Browning firearms will love the new line of concealed carry handbags and wallets made possible by a licensing agreement with Signature Products Group (SPG). The line features six different handbag styles and two different wallets. Each of the handbags provide three access points to the firearm for carry in any position and a universal holster keeps a firearm securely in

place. Unauthorized access concerns are addressed by a locking zipper, and the bag sports roomy pockets for other belongings. The medium and large purses come with two extra straps so the handbags can be carried four different ways.

A variety of colors are available with each model and the bags have been designed with Mossy Oak and Realtree camouflage accents on the outside or inside of the bags. The Browning wallets will be available in a large and small size with camouflage accents.

There are also ammunition offerings perfect for new women customers. Hornady Manufacturing recently debuted Critical Defense Lite 9mm ammo designed to minimize felt recoil in light-weight, compact personal protection handguns. The Lite load still provides 10 inches of penetration in ballistic gelatin, but reduces recoil by 27 percent. Featuring the same point-of-aim/point-of-impact standards as regular Critical Defense loads, the Lite also supports a good cause. This 100-grain FTX bullet has a unique pink Flex Tip and pink ribbon packaging to signify that a portion of the proceeds will go to help fund breast cancer research.



Dealers, stock ammunition designed for new women customers, like Hornady's Critical Defense Lite. It offers pink-tipped FTX bullets.

Stylish Options

The Leapers UTG True Huntress sporting vest was created to be stylish, functional and versatile for women outdoor enthusiasts who enjoy activities such as trap, skeet, IDPA, hunting, fishing and more. There are plenty of pockets and compartments to hold all the accessories needed for any given sport, but what women will really appreciate are the pull cords that make the vest fully adjustable to fit a woman's body. Constructed of durable polyester with inner nylon mesh, the True Huntress vest is available in grey or black with pink accents. Leapers has stated that the True Huntress vest is just the first item in their line of women's gear, so look for more great women-friendly products to come.

Popular outdoor-themed fashion clothing company, Girls with Guns, is entering into the hunting apparel market after teaming up with Hadley Development LLC to manufacture and distribute a new premium line of hunting apparel under the Girls with Guns (GWG) label. The line will feature GWG style and fit translated into highly functional hunting gear.

Current offerings include accessories like gun cases, hats and gloves, as well as must-have garments such as shirts, pants and jackets — all sporting Mossy Oak camo. The base layer shirts are made of moisture-wicking stretch polyester fabric with Zeobond scent control technology. The midweight pants and jacket are made of wind-resistant, soft-shell fabrics.

For more info, visit www.leapers.com, contact Hadley Development at (316) 821-9700. ☺



Girls with Guns now offers highly functional and stylish hunting apparel for women.

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A Stunt-Filled Escape Act

She may not have a promising career in shoplifting, but we think her Harry Houdini escaping skills and gymnastic talent could land her on stage in Vegas — or roles in action movies.

The caper began when 27-year-old Roxanne Rimer ran out of a Kohl's store in Center Township, Pa., with a load of merchandise she neglected to pay for. With Kohl's employees in hot pursuit and police on the way, Roxy ran through the parking lot and jumped into a car occupied by her mother and grandfather. Granddad was in the driver's seat — that's where Roxy's troubles began. Apparently she failed to advise mom and grandpa on their roles as accessories to grand theft, and they claimed they weren't going anywhere until she explained what was going on. A fight ensued, during which Roxy wriggled into the front of the car, squeezed gramps outta the driver's seat, and just as the police rolled in, goosed the accelerator.

The car shot up and over a small hill, and when it came to a stop on the other side, officers of Center Township PD were there to take her into custody. After cuffing Roxy with her hands behind her back and putting her into the backseat of a police car, the cops thought things were under control. They were wrong. The chief of police heard noises and turned to see Roxy breaking through the Plexiglas barrier between the cruiser's seats, snaking her way up behind the wheel. Another officer ran over and tried to get in, but she had locked the doors from inside. They couldn't see how she did it, but Roxy dropped the cruiser in gear and floored the gas, striking grandpa's car, another police cruiser, and almost running down two cops. The chase was on!

Hitting over 120 mph, she lost pursuing police units while weaving in and out of six communities in two counties. Later, when the stolen cruiser's onboard camera was played back, they learned she had stopped at one point, got out of the cruiser and approached a citizen, asking for his help. He refused, and she got

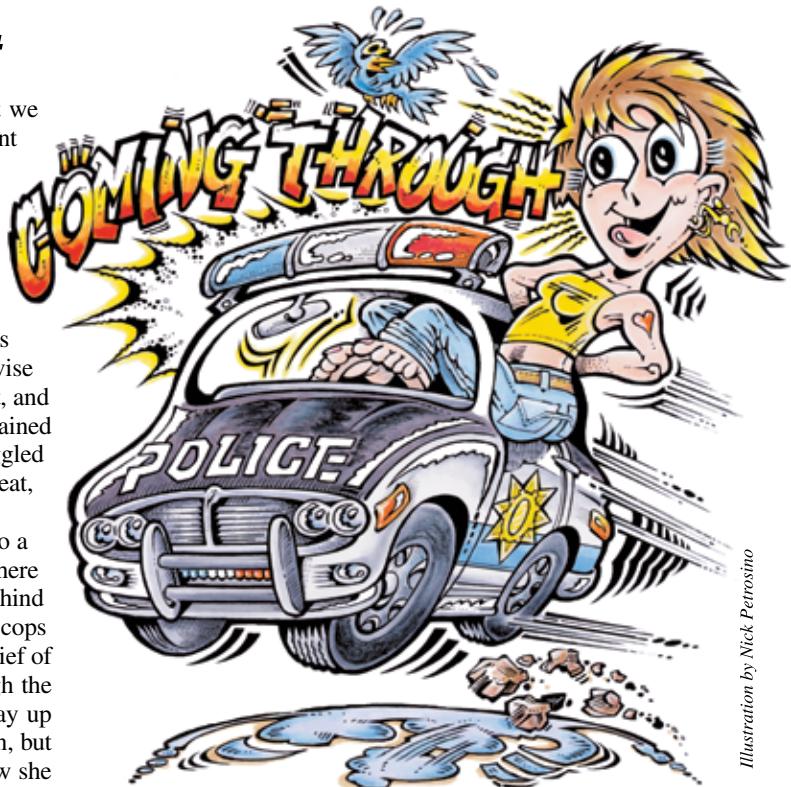


Illustration by Nick Petrosino

back into the car and took off again — all this with her hands still cuffed behind her back!

Police found the cruiser some further distance away, damaged and ditched — and then finally found Roxy, on foot and still cuffed. Chief Kramer said she would be charged with a long list of offenses. We think she'll also have to deal with the fawning admiration of stunt drivers and fellow inmates.

But It Was All Free!

In a past issue we told you about little Doraville, Ga., getting its very own tank from the Feds, as dozens of other sleepy little burgs have, along with trinkets and toys like M2 .50 BMG machineguns, which in many cases could not only shoot clean through *any* structure in the towns that got 'em, but through *every* building in town. Over 3,000 cities and towns now have their own MRAPs — Mine-Resistant-Ambush-Protected (armored) vehicles, courtesy of Uncle Sugar and our tax dollars. Honolulu, got three of 'em, though there are no reports of minefields around there, and IEDs aren't exactly everyday occurrences. But we have even more fun facts for you!

According to government documents, we gave Buena Vista County, Iowa, two MRAPs plus four sets of night vision goggles, 20 rifles, eight shotguns, nine handguns — and five grenade launchers. With a population of 20,567, it's a small clutch

of five communities in the northwest corner of the state. Recent incidents reported these included a capsized boat and a traffic accident. We bet those five grenade launchers came in handy.

The list goes on and on: Among other goodies, El Paso County, Texas, received 92 pairs of snowshoes, at a taxpayer cost of \$6,191.60. Snow isn't totally unknown in El Paso — there's been freak occurrences of frozen water falling briefly from the sky — but the National Oceanic and Atmospheric Administration says El Paso's median snow measurement is zero inches. Maybe they wanted grenade launchers instead and the order got screwed up?

I Want This Guy's Job!

An executive-level engineer with India's Central Department of Public Works was recently fired, but we don't think he has much to complain about. He's been getting regular paychecks, pay increases and benefits for the last 24 years — and

hasn't put in a single day's work since 1990. In fact, he hasn't even been *to* work.

Shri A. K. Verma took an approved paid leave from his position way back then, and when his leave was over, he asked for an extension. That request took a while to perk up through the civil service bureaucracy, but eventually it came back — denied. He stayed home, and appealed the decision — denied again. In 1992 his agency launched an investigation into the matter, and *that* crawled through the labyrinth of the Public Works administration. In 2007, the investigation resulted in charges brought against Verma, who had been watching cricket games on TV at home for almost a decade on full pay.

In 2015, Mr. Verma was finally terminated from employment, 24 years after he walked away from his desk. The article didn't say if Verma's pension rights became irrevocably vested during that time. I don't think I want to know — I just want his vacated position. ☺

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By Jade Moldé

SHOT Show

Signs From Boisterous Trade Show Signal Strong Selling Year

SHOT Show 2015 continued where SHOT Show 2014 left off, with a near-record number of attendees and a variety of improvements to enhance the show experience for both exhibitors and attendees. The 37th annual NSSF event attracted nearly 64,000 attendees — the second most in its history, with the record of 67,000 set at last year's event — at the Sands Expo & Convention Center in Las Vegas, Jan. 20-23.

Lower attendance reflected strengthened pre-screening of attendees to enhance the overall experience of both exhibitors and buyers. NSSF reports it denied attendance to 2,200 applicants who attended the 2014 show because they couldn't provide proof they were doing business in the industry. This, NSSF says, is an ongoing effort to reduce "tire kickers" at the show.

The numbers may have fallen short of setting a record, but exhibitors were very pleased with the event.

"It's been a very busy show. We're optimistic with the good vibe we're seeing on the floor, sales will pick up again and we'll have a solid year," said Cindy Daniel, Daniel Defense executive VP.

"We've been very busy, and there hasn't been much downtime. Increasing our booth size and design and its new position in this hall has been good for traffic, but we're also focusing on education," said Kort Nielson, SilencerCo social marketing manager.

The strong showing at SHOT Show bodes well for the rest of the industry, according to Chris Dolnack, NSSF senior VP and chief marketing officer.

"We know from long experience attendance at the SHOT Show is a reflection of the state of the industry. This second highest attendance is in keeping with what we saw in the past year — our industry is in good health and that manufacturers, wholesalers and retailers have a positive outlook for this year," Dolnack said.

With over 1,600 exhibitors — and attendees from all 50 states and over 100 countries — the SHOT Show is the largest event in the industry and fifth-largest trade show in Vegas.

A "Determined" Industry

At the State of the Industry dinner, NSSF President and CEO Steve Sanetti categorized the industry as "determined" to the over 2,400 in attendance.

"At the conclusion of the first day of SHOT Show, I can say that the state of our industry is 'determined,'" Sanetti said. "We're determined to educate, to persuade, improve, grow, work together and succeed in our mission to promote, protect and preserve hunting and the shooting sports."

Sanetti presented a number of facts to counteract the belief propagated by the anti-gun lobby that the industry is in decline.

"Some pundits say the shooting sports is 'in retreat.' Well, look at the facts. Last year's SHOT Show, one of the fastest-growing trade shows in the nation, had its highest attendance and satisfac-



tion levels ever, the number of federally-licensed firearms retailers is growing, firearm sales experienced the second highest year ever and ammunition sales continue at near-record levels; firearms permit and safety classes report long waiting lists and the number of apprentice hunting licenses increased to well over 1 million. If this is a retreat ... I wonder what an advance would look like," Sanetti said.

The resolve of the industry is evident, according to Sanetti.

"I have never seen our industry more determined to succeed in its mission by working together. And may that determination never falter," he said.

Industry Day At The Range

The 2015 SHOT Show drew 2,500 credentialed media, with more than 1,100 of them attending the revised Industry Day at the Range. New for 2015, the Industry Day at the Range invited all media in the morning session and had over 400 buyers attend the afternoon session. Held the day before the opening day of SHOT Show, Industry Day is the largest media and buyer event of its kind with 170 exhibitors.

"Industry Day 2015 was a huge success. The annual Industry Day at the Range is an invaluable part of introducing new products," said Chris Davis, Glock marketing manager.

"Seeing and handling all of the new gear at SHOT is one of the show's greatest draws. However, actually *using* the gear is what puts Industry Day at the Range at the very top of my list every year," said Kevin Wilson, Davidson's account development manager, eastern region.

"I have never seen our industry more determined to succeed in its mission by working together."

— Steve Sanetti, NSSF president and CEO

Financial Support

The inaugural HAVA/NSSF Golf Classic raised awareness and support for Honored American Veterans Afield (HAVA). The tournament took place on the Sunday before the show at the Bear's Best Golf Club in Las Vegas.

"All of the teams enjoyed ideal conditions, obviously some more than others, on this day filled with competition and just as importantly, fun," said Tom Taylor, HAVA chairman. "Next year, we plan to broaden the event and fully expect a full field of 120-plus players."

FMG Publications presented the NSSF a check for \$281,000 during the State of the Industry Dinner. The check represents the amount raised in recent years at FMG's Shooting Industry Masters, and is designated to support NSSF's First Shots program.

"We're all aware of the vital role First Shots plays in ensuring new shooters get started correctly, safely and fully understand the responsibility of owning a gun. First Shots also helps us infuse and grow our ranks and build our businesses," said Randy Molde, FMG Publications VP of business development and Masters chairman. "We at FMG Publications will continue to support this key NSSF program through the Shooting Industry Masters."

The 2015 SHOT Show Auction raised \$74,670.99 in support of America's hunting and shooting sports heritage. Hosted on GunBroker.com, the auction generated over 145,000 views and more than 250 bids.

Hornady's first-ever manufactured rifle, "The Hornady Number One," received the highest bid in the auction, raising \$61,325.



Jade Moldé

The high bid for two Century Arms Made-In-America rifles was \$5,424.99, while two 9mm TP9SA pistols received a high bid of \$1,295. A pair of signed Mossberg Duck Commander Model 930 Signature shotguns signed by Phil Robertson attracted a high bid of \$5,026. A Ross Tyser Bull Elk Bowie Knife garnered \$1,600 from the auction. The Hunting Heritage Trust manages the auction.

Mark Your Calendars

The 38th SHOT Show will return to the Sands Expo & Convention Center, Jan. 19-22, 2016. Last June, NSSF announced it added two years to its agreement with the Sands; the SHOT Show will remain at the Sands Expo & Convention Center through 2020.

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DEALERS SEEK OUT POTENTIAL TOP-SELLERS

Attendees at SHOT Show 2015 faced challenges with crowded aisles and busy booths as they worked their way through more than 1,600 exhibitors to look for the year's new products and always-popular bestsellers. In exclusive interviews with *Shooting Industry*, retailers discussed their favorite products and pointed out trends they saw at this year's show.

Handguns

John "Westy" Westerfield, store manager at Yeager's Sporting Goods in Bellingham, Wash., said the most interesting new item he saw was a prototype of a new polymer 1911 from American Tactical Imports.

"It's a very intriguing design," he said. "It will be a unique pistol, and probably will be the hottest thing since Glock — allowing the shooter to have up to nine pistols on one frame."

Colt also has some interesting new firearms for dealers to offer their customers, Westerfield said.

"Colt has retooled their factory and are producing firearms that are as good or better than anything they've ever done, and they're able to lower their prices on some items," he said. "Mostly it's the entire 1911 line; they're old models that have been around for a long time but these pistols are immaculate."

Westerfield also liked the new Taurus Curve, a pistol that's curved to fit the human body.



New for 2015, Galco expanded its Concealed Carry Lite line of holsters. The IWB WalkAbout is now available in black.

"Taurus has curved the grip so the pistol fits in the pocket or against the body better," he said.

The Taurus booth also caught Pat Johnston's attention. Johnston, one of the owners of Broken Arrow Gun Shop in Broken Arrow, Okla., particularly liked one of Taurus's new revolvers.

"It's convertible hammer to hammerless," he said. "Another new gun they have is a .380 semi-automatic pistol that will be easier for ladies and for folks who don't have a lot of hand strength."

Joe Keffer, owner and president of Sportsman's Shop in New Holland, Pa., saw several firearms he liked.

"The Browning .380 on a 1911 frame is nicely done and is a quality piece that fits the hand well. As a semi-compact, I think that will do well. The new Ruger LC9s Pro and the striker-fired LC9s will sell well also. Glock introduced their line of optic-ready pistols, which is similar to the Smith & Wesson C.O.R.E. line that came out last year. The C.O.R.E. line sold well, so the Glocks should attract attention also."

In addition, Glock released a 6-inch 10mm pistol, which caught the attention of Miles Hall, president of H&H Shooting Sports Complex in Oklahoma City.

"I think the 10mm is going to get another shot in the marketplace," Hall said. "Because this is a 6-inch gun, it's big for Glock, but it's a neat little gun."

Kimber got the attention of Mike Walsh, one of the owners of Walsh Gun & Tackle in Caseville, Mich.

"Their guns are high-end, but they're very nice," he said. "My customers will particularly like the .380s."

Johnston said Kimber also had three

new handguns in .380 ACP that he liked.

"They were all in .380 and they all look like they're going to be strong sellers for carry guns," he said.

Long Guns

The long-gun market has experienced a notable shift since the beginning of 2014 — as the demand for ARs has shifted, supply has increased.

"One thing I noticed is ARs are a lot easier to get now, and they're cheaper than they used to be," said Mike Rankin at Richy's Gun & Pawn in Checotah, Okla. "As far as demand for ARs goes, and I don't see anything coming along to take its place. It's all driven by what the government does; if the government starts talking gun bans, people will buy what they talk about banning."

Benelli entered the over/under shotgun market this year, piquing the interest of dealers at the show.

"Benelli has introduced an over and under shotgun — the 828U — that is adjustable 40 separate ways," Hall said. "Benelli told us they're going to start emphasizing to their premium level dealers to 'fit' each gun to each individual. They're going to teach us how to do that fitting, which is a big deal."

After seeing the 828U, Keffer left the

Benelli booth with a positive impression.

"I thought the Benelli 828U over/under was very impressive," he said.

Walsh stopped by Franklin Armory while at the show, as well.

"They make .450 Bushmaster uppers and guns," he said.

Targets And Range Systems

Joe Orlick, VP of the Desert Sportsman Rifle & Pistol Club in Las Vegas, attended the SHOT Show to look for steel targets for his club.

"We have a rule at our club that the targets have to be more than 30 inches above the ground," he said. "Some of the targets that are on stands look very interesting for us." Companies that manufacture steel targets include Action Target, Do All Outdoors, MGM Targets and Taylor Targets.

From Blackstone Shooting Sports in Charlotte, N.C., General Manager Guy Santiago liked the technology involved in the Bullseye Camera Systems.

"It's a target acquisition system that allows you to video your shots," he said. "It's neat, priced right for the consumer and very convenient. One thing I like about it is the applications Bullseye has developed, which allows shooters to track their performance."

Action Target also got the attention of Dan Marcon, Jr., owner of Marc-On Shooting School in Eau Claire, Wis.

"We're going to open a range this summer, and we're planning to use their range equipment," he said.



Dealers converge on the Smith & Wesson booth to examine the company's extensive line of semiautos and revolvers. S&W debuted several new products at the show.

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Dealers predict Browning's new 1911-380 will appeal to concealed-carry customers.

Retail Technology And Services

When he opens his range this summer, Marcon will be adding a state-of-the-art point-of-sale system.

"We may go with Sellmark," he said. "The other company we're looking at is AcuSport Retail Technology Group." Both, he explained, have much to offer for dealers.

Janel Benish, one of the owners of Village Gunsmith in Kendall, Wis., liked the plastic ammunition containers from Tac-Pac.

"We manufacture ammunition here, and Tac-Pac containers are reusable, recyclable plastic packages that are more cost-effective than hard plastic packages," she said. "They're water-resistant, they come in several different sizes and you can get labels to seal them."

Everything Else

Marcon found HT Holsters of interest: He wanted something other than the brands found in the big-box stores. He found HT Holsters has a variety of products his customers won't be able to find in the mass merchants.

"They make concealment holsters," he said. "One of the ones I found is a high-quality duty rig."

Hall said safes are becoming less steel boxes and more pieces of household furniture.

"One of the pushes a few years back was biometric locks," Hall said. "Now Sargent & Greenleaf has perfected a new type of lock well enough that both Browning and Liberty are now putting it in their safes."

Going along with safes, Walsh liked the safe lifter from ULTRA LIFT.

"Using it, a 100-pound woman can lift a 1,000-pound safe up and down steps," he said.

For Luis Almaguer, chief training officer of the Florida Gun Center in Hialeah, Fla., one of the most interesting new products was Glock's MOS modular optics system.

"Glock's dedicating certain models to be optics-ready," he said. "Think of it as an EOTech small enough to put on a pistol. Now the accessories manufacturers are going to have to catch up, and make holsters and other accessories to fit them. Some other companies are starting to do the same thing, so I think this is going to be a trend."

Walsh favored the knives in the Benchmade booth.

"I liked all of their stuff," he said. "It's all nice quality."

Benish also liked what she saw at Handi-Racker.

"The Handi-Racker is a little device that you use with your pistol to help you charge it," she said. "People who have strength problems or hand problems or disability problems can use it." ☐

FOR MORE INFORMATION VISIT:

Action Target

www.actiontarget.com

AcuSport

www.asss.com

American Tactical Imports

www.americantactical.us

Benchmade

www.benchmade.com

Benelli

www.benelliusa.com

Browning

www.browning.com

Colt

www.colt.com

Do All Outdoors

www.doalloutdoors.com

Franklin Armory

www.franklinarmory.com

Glock

us.glock.com

Handi-Racker

www.handi-racker.com

HT Holsters

www.htholsters.com

Kimber America

www.kimberamerica.com

Liberty Safe

www.libertysafe.com

MGM Targets

www.mgmtargets.com

Ruger

www.ruger.com

Sargent and Greenleaf

www.sargentandgreenleaf.com

Sellmark

www.sellmark.net

Smith & Wesson

www.smith-wesson.com

Tac-Pac

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Taylor Targets

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NEW PRODUCT SHOWCASE

JUMP-START SALES WITH THESE MUST-HAVE PRODUCTS

Hundreds of new products were introduced at this year's SHOT Show and other events, creating much needed excitement around the industry. In the following pages, *Shooting Industry* presents a collection of must-have new products — handguns, long guns, knives, lights, lasers and more — that will be popular with consumers.

Dealers, your customers will be reading about many of these new products in *Shooting Industry*'s sister publications: *American Handgunner*, *GUNS Magazine* and FMG Special Editions. If they see a product they want, they can visit your store and handle it first-hand. Adding these products in inventory will help ignite your 2015 sales.

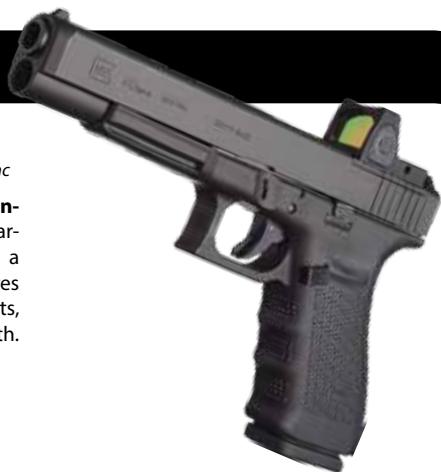
— Roy Huntington, Editor, *American Handgunner*

Glock Inc.

(770) 432-1202

www.shootingindustry.com/company/glock-inc

The **10mm G40 Gen4 in MOS Configuration** combines a full 6-inch barrel length for improved velocity with a 15-round capacity magazine. It features an 8-inch sight radius and open sights, and measures almost 9.5 inches in length.



Remington Arms

(336) 548-8700

www.shootingindustry.com/company/remington-arms-co-llc

The **V3 3-inch chambered shotgun** features a VersaPort gas system and cycles all 2.75- to 3-inch 12-gauge loads. It is available in wood and synthetic version with an adjustable stock system to fit shooters of almost every size.



Kahr Arms

(508) 795-3919

www.shootingindustry.com/company/kahr-arms

The **CW9093BB pistol** features a 3.565-inch barrel with conventional rifling, and a 1:10-inch right-hand twist. With a 7+1-round capacity, the CW9 features drift adjustable white bar-dot combat rear sight and pinned in polymer front sight. The slide is treated with a high-temperature Cerakote finish in Burnt Bronze, with a black trigger and black slide stop lever.



SureFire

(714) 545-9444

www.shootingindustry.com/company/surefire-llc

The **Titan Plus Flashlight** provides up to 125 lumens and features a MaxVision Beam through the use of a faceted reflector. The Titan can run for two hours on a 15-lumen setting, or 30 minutes on 125-lumen output. Measuring 3 inches long, the flashlight is contained in an aluminum body.



O.F. Mossberg & Sons

(203) 230-5300

www.shootingindustry.com/company/of-mossberg-sons-inc

The **Blaze-47 autoloading .22 LR rimfire** is available in wood, fixed length, and adjustable synthetic stocks and 10- or 25-round magazines. The rifle features a 16.5-inch blued barrel, with a stock/barrel stabilizer and fiber optic adjustable rear and raised front sights.

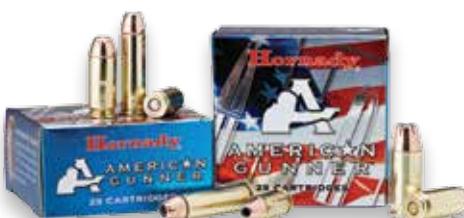


Hornady Manufacturing Co.

(308) 382-1390

www.shootingindustry.com/company/hornady-manufacturing-company

The **American Gunner** line of **ammunition** features XTP (eXtreme Terminal Performance) bullets with propellants matched to each load to ensure optimal pressure, velocity, volume and consistency. American Gunner ammo is offered in .380 Auto, 9mm Luger, 9mm +P, .38 Special, .357 Mag., .40 S&W and .45 Auto.



Leupold & Stevens

(503) 526-1403

www.shootingindustry.com/company/leupold-stevens-inc

The **Dual Enhanced View Optic (D-EVO)** is designed for use with the Leupold Carbine Optic or other red-dot, holographic or reflex sights and delivers 6X magnification. The Z-shaped D-EVO features a 6x20mm optics package, and is designed to "look around" the CQB sight. The eyepiece is situated just a few inches below the red dot window. With Leupold's CMR-W reticle, the D-EVO adds mid-range accuracy and wind holds well beyond those of the red dot alone. At 4.6 inches long, the D-EVO takes up 3.2 inches of rail space and weighs 13.8 ounces. The D-EVO allows 50-MOA of adjustment for both elevation and windage, with 0.1-mil adjustment dials. Completely shock- and fog-proof, D-EVO is waterproof to 66 feet.



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Galco Gunleather

(623) 434-7070

www.shootingindustry.com/company/galco-gunleather

The Kingtuk 2 IWB Holster features Hybrid Kydex/line premium steerhide construction and carries a spare magazine forward of the holster pocket. It features a spare magazine carrier mounted on Velcro for full-position adjustment, a tuckable design with metal belt clips and optional patented C-Hooks. The holster features a mild butt-forward cant and standard metal belt clips that fit belts up to 1.75 inches.



RamRodz

(845) 706-5600

www.shootingindustry.com/company/ramrodz

The Pro-Series Diamond-Coated Pivot Pinch Files three-piece set features precision grab tools with highly-abrasive, diamond-coated tips ideal for cleaning small posts and terminals, filing and enhancing grip when servicing all types of firearms. These tweezers have pivoting arms that swivel open so the tip can be used for precision filing and cleaning hard-to-reach areas. The set includes small, medium and large sizes in a leather-type holster with magnetic clasp.

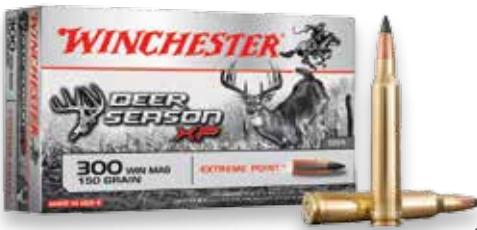


Winchester Ammunition

(618) 258-2000

www.shootingindustry.com/company/winchester-ammunition-div-olin-corp

Deer Season XP is a deer-specific centerfire rifle brand that features EXTREME POINT Winchester bullets. It comes in eight calibers: .243 Win., .270 Win., .270 WSM, 7mm Rem. Mag., .308 Win., .30-06 Sprg., .300 Win. Mag. and .300 WSM. The polymer tip design includes a maximum impact diameter.



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Plano

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www.shootingindustry.com/company/plano-usa

The **1312 X2 Range Bag** features a back pocket for additional storage and folds out to serve as a padded gun mat on the bench. Large multi-purpose pockets flank each end of the 1312 X2 Range bag — one fully zippered and the other with a Velcro flap — providing ample storage for shooting accessories, tools or personal protective gear. The outside of the large front pistol pocket is adorned with three specialized magazine pockets. It includes a Plano 1312 Ammo Box, a water-resistant O-ring seal and can hold up to eight boxes of ammunition. The bag also features a heavy-duty carry handle and brass bail latch.



Walther Arms

(479) 242-8500
www.shootingindustry.com/company/walther-arms-inc

The **HK G36 rifle** is offered in .22 LR. The rifle features a folding stock, detachable sling swivel and Picatinny rail. It comes with an ambidextrous external safety and fixed front and adjustable rear sights.



XS Sights

(888) 744-4880
www.shootingindustry.com/company/xs-sights-systems-inc

The **Glock Suppressor Height Sights** allow for the use of suppressors and slide-mounted optics. Big Dot and Standard Dot front with a tritium or white stripe rear sight options are available. The sights are made to fit small- and large-frame Glock pistols.



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Armalite

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The **M-15 3-Gun Rifle** features a stainless steel barrel welded to the break, aluminum key-mod handguard, an MBA-1 buttstock and Armalite tunable brake. It's chambered in .223 WYLDE with a 1:8-inch twist. The rifle has an 18-inch barrel and features an ambidextrous safety, Timney 3-pound single-stage trigger and "Raptor" ambidextrous charging handle. It comes with a 20-round Magpul PMAG magazine.



STI International

(512) 819-0656

www.shootingindustry.com/company/sti-international-inc

The **DVC Open** features a 5-inch precision-fit bull barrel and Trubor-style integrated compensator coated with Titanium Nitride. It features hand-textured grip, hard-chromed steel parts, an ambidextrous slide-racker and a Dawson Precision tool-less guide rod. The DVC comes with two 140mm magazines. The pistol features a 6-MOA C-More Sight and is available in either .38 Super or 9mm.



Aimpoint

(703) 263-9795

www.shootingindustry.com/company/aimpoint

The Aimpoint **Carbine Optic (ACO)** is designed for use on the MSR platform. The entry-priced ACO features a 30mm aluminum alloy sight tube with a fixed height mount, to provide co-witness with MSR backup iron sights. A 2-MOA red-dot is used to allow for fast target acquisition speed and accuracy. The ACO is completely waterproof and includes front and rear flip covers and an anti-reflection filter.



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Smith & Wesson

(413) 781-8300
www.shootingindustry.com/company/smith-wesson

The **M&P9 pistol** features an extra threaded barrel, allowing users to add sound suppressors to personal firearms where legal. The pistol features a durable, light-weight polymer frame reinforced with a stainless steel chassis and a through-hardened black corrosion resistant finish on the stainless-steel barrel and slide. With a 17+1-round capacity and a 4.25-inch barrel, the pistol features a White Dot front sight and low-profile carry rear sight.



Meopta

(631) 436-5900
www.shootingindustry.com/company/meopta-prerov-as

The **MeoPro line of riflescopes** now includes 3-9x40 in hunting and target versions. Featuring a low-profile 40mm objective, the 3-9x40 R/M is specifically designed for rimfire rifles and muzzleloaders with parallax optimized at 50 yards for close-range accuracy. It features four inches of eye relief, a MeoTrak RZ turret and 1/4 adjustments per click.



HatsanUSA

(479) 273-5629
www.shootingindustry.com/company/hatsan-usa

The **big-bore Carnivore airgun line** is available in .30 and .35 calibers with muzzle velocities of up to 860 fps. The airguns feature QuietEnergy technology, utilizing a fully integrated shrouded barrel that tapers into a sound moderator to reduce overall noise. These airguns are powered by a 300-bar air cylinder, capable of delivering up to 21 shots at a range of 100 yards. They feature an anodized aircraft aluminum alloy receiver, high-quality Turkish steel barrel and fully-adjustable two-stage Quattro Trigger. The Carnivore is also fitted with an elevation-adjustable comb, three Picatinny rails, and a heavy-duty secure 11mm/22mm Weaver-style scope mount.



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Legacy Sports International

(775) 828-0555

www.shootingindustry.com/company/legacy-sports-international-llc

The **Howa Alpine Mountain Series Rifle** from Legacy Sports weighs 6.7 pounds and features a Vortex Viper 3-9x42 scope and Talley rings. The rifle features the HACT two-stage trigger, Ammo Boost detachable magazine system, Cerakote-barreled action and Pachmayr Decelerator buttpad.



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Spyderco

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www.shootingindustry.com/company/spyderco

The **Rubicon** features a Carson Flipper opening mechanism and a powdered-produced CPM S30V steel, drop-point, hollow-ground blade. It features ball-bearing washers, and opens using either the Carson flipper mechanism or the Spyderco Trademark Round Hole. The blade features a Michael Walker LinerLock, a three-dimensional polished carbon fiber handle with an orange G10 textured back spacer and customized pivot cover with skeletonized titanium liners. It features a curving pocket clip for right-hand, tip-up carry. The blade measures 3.03 inches and overall length is 4.75 inches.



FNH USA

(703) 288-3500

www.shootingindustry.com/company/fnh-usa-llc

The **FNS-9 Compact** features a striker-fired autoloader, double-action operation and is available with standard and manual safeties. The pistol features 5.5- to 7.7-pound trigger pull, and the stainless steel slide features an external extractor with loaded chamber indicator and front and rear cocking serrations. The FNS-9 Compact features polymer construction with replaceable steel frame/slide rails, two interchangeable backstraps with lanyard eyelets and a mil-std 1913 accessory mounting rail. It comes with a fully ambidextrous slide stop lever, magazine release and optional manual safety lever.



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Taurus

(305) 624-1115
www.shootingindustry.com/company/taurus-international-firarms

The Taurus **Curve** is engineered to fit the unique contours of the wearer's body with no visible printing. It features an LED light and laser built into the frame, smooth lines, a snag-free design, bore-axis sighting system for instinctual shooting and a built-in holster-free belt clip. The .380 ACP pistol features a 6+1 capacity.



Benelli USA

(301) 283-6981
www.shootingindustry.com/company/benelli-usa

The **Over-and-Under 828U 12-gauge shotgun** features a steel locking system and plate, a removable trigger group receiver, adjustable drop and cast and impulse-activated ejectors. It comes in 2.75- and 3-inch versions, with respective barrel lengths of 26 and 28 inches. The shotgun is finished with AA Grade Satin Walnut, and is offered in nickel or anodized versions. It measures 43.25 to 45.25 inches long and weighs around 6.6 pounds.



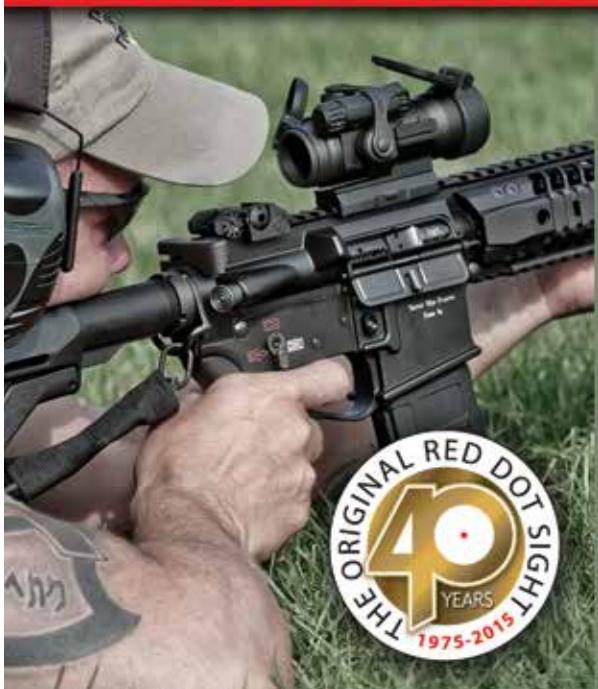
Magpul Industries Corp.

(303) 828-3460
www.shootingindustry.com/company/magpul-industries-corp

The **PMAG D-60** is a 60-round 5.56x45 NATO/.223 Remington polymer magazine for MSR/M4 compatible firearms. The unique drum configuration keeps the height of the magazine manageable, allowing prone firing and easier storage. It features a paint pen dot matrix for easy marking and a rear window for instant capacity indication. The PMAG D-60 is compatible with a wide range of firearms.



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Magnum Research

(218) 746-4597

[www.shootingindustry.com/company/
magnum-research-inc](http://www.shootingindustry.com/company/magnum-research-inc)

The **Desert Eagle .50 AE** is now available with stainless steel construction in the frame, slide, barrel, rail on the frame and an integral muzzle brake. The stainless steel models are made in the U.S. and currently in production ready to ship to wholesalers and dealers. The Desert Eagle all-stainless steel model is offered in either a standard 6-inch barrel or with an integral muzzle brake. The integral muzzle brake is also offered on the DE50, DE44 and the DE357 6-inch barrel models in black.



SABRE Red

(800) 325-9568

[www.shootingindustry.com/company/
sabre-defence](http://www.shootingindustry.com/company/sabre-defence)

SABRE Red's **Girls Night Out Kit** includes SABRE's hard case pepper spray with a quick release key ring and a booklet of five drink test pads. The tests are designed to detect illicit "date rape" drugs GHB and Ketamine in both alcoholic and non-alcoholic drinks. The kit is available in pink and black.



ThermaCELL

(781) 541-6900

www.shootingindustry.com/company/thermacell-heated-insoles

ThermaCELL's Lantern **Camp Lantern** produces 300 lumens of light on low, medium, high and SOS setting. The battery life indicator turns green to yellow to red as power drains, the lantern is water resistant. The base of the lantern features a hanging clip and it measures 9.5 inches tall by 4 inches wide. The lantern features mosquito protection of up to 15x15 feet, and a ThermaCELL butane cartridge refill lasts 12 hours.



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Winchester Repeating Arms

(801) 876-3440
www.shootingindustry.com/company/winchester-repeating-arms

The **Model 1873 Sporter Octagon Color Case lever action** features a 24-inch octagon barrel with color case hardening. A Grade II/III walnut straight grip stock with a satin oil finish is also featured. It comes in .357 Mag., .38 Special and .44-40 Win.



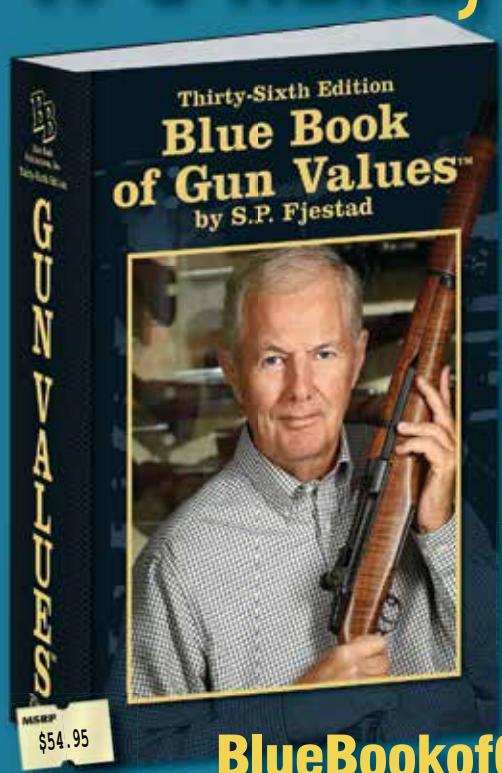
Leatherman

(503) 253-7826
www.shootingindustry.com/company/leatherman-tool-group

The **Tread** is a wrist-worn multi-tool crafted of high-strength, corrosion-resistant 17-4 stainless steel links that include two to three functional tools each, making a total of 25 usable features like box wrenches and screwdrivers. Other link tools include a cutting hook, hex drives and a carbide glass breaker.



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Thompson/Center Arms

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www.shootingindustry.com/company/thompson-center-arms-co

The **T/C Encore Pro Hunter** is available in .243, .30-06 and .308 as a complete rifle or chambered in .223 and .308 as a pistol. The interchangeable firearm system is fully supported with accessory stocks and barrels ranging from .204 to .500 S&W Magnum along with additional shotgun, slug and muzzleloader barrels. The one-of-a-kind break-open platform allows owners to customize the Pro Hunter to match their individual and hunting preferences.



Buck Knives

(208) 262-0500

www.shootingindustry.com/company/buck-knives-inc

The **245 MWG** features 5160 spring steel blade, heat-treated for a Rockwell hardness of 57-58 Rc for excellent shock-absorbing properties. It's BERRY-compliant, IR-compliant and comes with custom Micarta layup handles. The knife features a textured thermoplastic TEK-LOK belt clip.



Colt

(800) 241-2485

www.shootingindustry.com/company/colt

The **O5870A1 Series 70 Gold Cup National Match pistol** features an Adjustable Wide Trigger, National Match Barrel and adjustable Target Sights. The new iteration of the Colt Gold Cup National Match features the Series 70 firing system, a lowered and flared ejection port and blued carbon steel slide.



Otis Technology

(315) 348-4300

www.shootingindustry.com/company/otis-technology

The **Star Chamber Cleaning Tool** is available in 5.56mm and 7.62mm, and effectively cleans the star chamber area of MSR/AR-style rifles. This rigid, extendable tool is compatible with many cleaning solvents.



LaserMax

(585) 272-5420

www.shootingindustry.com/company/lasermax-inc/

The **CenterFire LED Weapon-Light for the Glock 42** provides 100 lumens of bright white light on target, constructed with Fiberglass Reinforced Nylon (FRN) housing that withstands the shock of repeated recoil. The CenterFire WeaponLight weighs less than an ounce and provides an hour of continuous run time. Other features include an ambidextrous tap on/tap off activation switch, 10-minute auto timeout feature and a strobe mode option.



Beretta USA

(870) 545-3635

www.shootingindustry.com/company/beretta-usa-corp

The **92G Brigadier Tactical** features all-steel Beretta and Wilson Combat custom parts right out of the box. It features steel ambidextrous decocker-only levers, an enhanced Brigadier slide, a modified M9A1-style checkered frame with accessory rail and a rounded trigger-guard. This model is exclusive to Wilson Combat and features checkered frontstrap and backstrap, a beveled magazine well and rail for mounting a light or laser. The 9mm pistol has a 15-round capacity, a barrel length of 4.7 inches and an overall length of 8.25 inches.



IWI US

(717) 695-2081
[www.shootingindustry.com/company/
iwi-us](http://www.shootingindustry.com/company/iwi-us)

The IWI US **Galil ACE pistol** is available in 7.62x39mm with an 8.3-inch barrel and an overall length of 18 inches. The pistol has a two-piece Picatinny rail with adjustable front and rear sights with a Tritium post on the front sight. The Tri-Rail forearm system features removable covers, including a protected pressure switch area. The Galil accepts standard AK-style magazines. The charging handle is located on the left side for control and target re-acquisition. The safety selector is available on right and left sides.



Ruger

(203) 259-7843
[www.shootingindustry.com/company/
ruger-firearms](http://www.shootingindustry.com/company/ruger-firearms)

The **Hawkeye FTW rifle** features a two-stage target trigger, Green Mountain laminate stock, stainless steel receiver and medium contour barrel. Models are available with either a 22-inch barrel with a 1:10-inch twist chambered in .308 Win., or a 24-inch barrel with a 1:8-inch twist chambered in 6.5 Creedmoor. It features an adjustable rubber buttpad, a non-rotating, Mauser-type controlled round feed extractor and a hinged, solid-steel floorplate. The Hawkeye also features integral scope mounts.



Crimson Trace

(503) 783-5333
[www.shootingindustry.com/company/
crimson-trace-corporation](http://www.shootingindustry.com/company/crimson-trace-corporation)

The **LG-454G with a Crimson Trace Green laser** is designed for the S&W M&P BODYGUARD 380 pistol. The Laserguard features Instinctive Activation via a touch pad under the triggerguard. The LG-454G both has a master on/off switch and allows for windage and elevation adjustments.



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Browning

(801) 876-2711

www.shootingindustry.com/company/browning

The **Citori 725 Sporting Grade V** has a receiver with deep-relief engraving in a silver nitride finish. The stock and forearm feature oil-finished Grade IV/V walnut with a close radius pistol grip and palm swell. The Grade V features a 30-inch barrel.

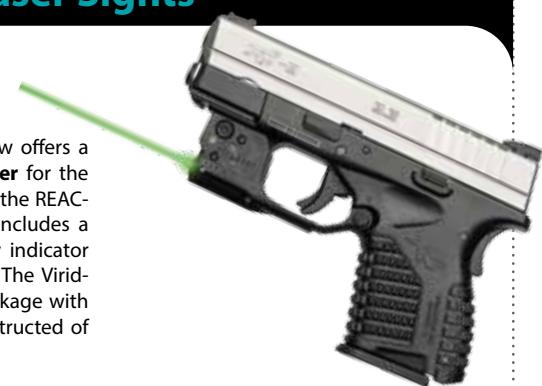


Viridian Green Laser Sights

(763) 479-4091

www.shootingindustry.com/company/viridian-green-laser-sights

Viridian Green Laser Sights now offers a **triggerguard mounted green laser** for the Springfield Armory XD-S as part of the REACTOR series. It offers INSTANT-ON, includes a free holster, has a bi-color battery indicator and multiple modes of operation. The Viridian R5-XDS is a complete carry package with a belt holster included and is constructed of leather and polymer.



Armscor Precision USA

(775) 537-1444

www.shootingindustry.com/company/armscor-precision-usa

Armscor has expanded its line of TCM (Tuason-Craig-Magnum) ammunition by introducing the **TCM 9R round**. The ammo matches the length of a standard 9mm round, which allows it to feed and function properly. It can be used with Armscor's new TCM/9mm pistol conversion kits. The TCM 9R has a velocity of 1,900-2,000 fps and is designed for use in only 9mm pistol platforms and TCM-chambered 1911s from Rock Island Armory.



Savage Arms

(413) 568-7001

www.shootingindustry.com/company/savage-arms-inc

The 22-inch-barreled **A17** features a Delayed-Blowback Action specifically designed for high-performance magnum cartridges, a hard-chromed bolt with dual controlled round feed and a 10-round rotary magazine. It features a case-hardened receiver, button-rifled barrel and adjustable AccuTrigger.



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The 180-grain 10mm Elite Performance V-Crown Jacketed Hollow Point (JHP) features a toothed cannelure located halfway up the shank of the bullet. Its location more effectively locks the jacket and lead/alloy core, providing exceptional structural integrity in a jacketed bullet. The proprietary SIG V-Crown stacked hollow point bullet design along with the V-shaped jacket skives, aid in providing controlled, uniform expansion. The ammunition also features DUCTA-BRIGHT 7A coated brass casing.



EOTech

(888) 368-4656
[www.shootingindustry.com/company/
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The Model 518 Holographic Weapon Sights feature the quick-release base and side-button functionality of the EXPS series and run on AA batteries. The 518 and 558 are compatible with the G33 Magnifier and the recently released EOTech Laser Battery Caps (LBCs), doubling the aiming capability. Simply remove the standard cap and replace it with the drop-in LBC visible laser or the LBC2 with both visible and infrared lasers.



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A graphic titled "PERFORMANCE DRIVEN AMMUNITION" featuring various ammunition types and their penetration ranges. It includes images of the ammunition boxes and bullet impacts.

WARNING PRODUCT SAFETY RECALL

Remington is voluntarily recalling Remington Model 887™ shotguns manufactured from December 1, 2013 through November 24, 2014.

Remington has determined that in some Remington Model 887™ shotguns manufactured between December 1, 2013 and November 24, 2014 the firing pin may bind in the forward position within the bolt, which can result in an unintentional discharge when chambering a live round. This may occur when the safety mechanism is on. Any unintentional discharge has the potential to cause injury or death. Therefore, Remington is voluntarily recalling ALL potentially affected products to inspect and repair.

HAZARD: If your shotgun was manufactured in the aforementioned time period, you should stop using your shotgun immediately due to the risk of unintentional discharge. To determine if your Model 887™ shotgun is affected by this recall, visit 887recall.remington.com/.

HOW TO DETERMINE IF YOUR SHOTGUN IS SUBJECT TO THE RECALL

Identify the serial number (located on the bottom of the receiver, forward of the loading port.) and provide it to Remington's recall support team, either by entering it at 887recall.remington.com/ or calling 1-800-243-9700 (Prompt #3 then Prompt #2) Monday through Friday, 9 a.m. to 5 p.m. EDT. You will be asked to provide your name, address, telephone number, and shotgun(s) serial number.

SAFETY FIRST: Always follow the Ten Commandments of Firearm safety whenever you handle any firearm. Visit Remington.com for more information.

Remington is deeply sorry for this inconvenience, but we believe in safety first. It is imperative that Model 887 shotguns subject to this recall are not used until they have been inspected and repaired by Remington.

The Remington team is committed to the quality and safety of its products.

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The **XD Mod.2 .45 ACP Sub-Compact model** features the GripZone, high-visibility, low-profile sights and a slim-contour frame. It handles 9+1 rounds of .45 ACP or 13+1 rounds with an X-TENSION magazine. It features a 3.3-inch barrel, striker status indicator, loaded chamber indicator, grip safety, internal firing pin block and an Ultra Safety Assurance Action Trigger System.



Cabot Guns

(724) 524-1002
www.shootingindustry.com/company/cabot-gun-company

The **Cabot S-Class custom 1911** features a "blind" front sight with matching glare-reducing machining on the top strap. Cocking serrations feature the Cabot Trinity stripes, and the TriStar trigger and guide rod feature the company's signature stars. The S-Class features a front strap and main spring housing embellished with Rhombus Cut 24 LPI checkering. The S-Class comes in 416 stainless steel with an optional black nitride finish, in government or commander length.



Kershaw Knives

(503) 682-1966
www.shootingindustry.com/company/kershaw-knives

The **Leek, Composite Blackwash 1660CBBW** features a 3-inch D2 blade with a Sandvik 14C28N spine. It features a modified drop-point blade, SpeedSafe-assisted opening system and an ambidextrous flipper. The Leek also features a stainless steel, Black-Washed handle, secure frame lock and a Tip-Lock slider. The pocketclip can be configured for tip-up or tip-down carry and the handle is drilled to accept a lanyard. It measures 4 inches closed, and 7 inches when opened.



Alien Gear Holsters

(208) 215-2046
www.shootingindustry.com/company/alien_gear_holsters

The **Swappable Shell System** offers over 350 custom-molded shells designed for most handguns, complete with holes pre-drilled and ready to attach to the holster base. Removing the screws and spacers on the base allows for easy shell swapping. The molded shells are available for semi-automatic or revolvers and made of 0.093-inch bolaron material. Each shell is molded to the bottom of the gun to protect the front sights from impact and to prevent the pistol from wearing a hole in clothing.



Streamlight

(610) 631-0600
[www.shootingindustry.com/company/
streamlight-inc](http://www.shootingindustry.com/company/streamlight-inc)

The Strion HPL (High Performance Lumen), a high-lumen, long-range light with an ultra-bright hotspot for illuminating a broader area on targets. It offers high, medium and low microprocessor-controlled variable intensity modes, plus a strobe function. It can produce up to 615 lumens and 40,000 candela. It features C4 LED technology and a deep-dish parabolic reflector and is powered by a lithium ion battery. The light's casing is made of 6000 series-machined aircraft aluminum with an anodized finish. It features a multi-function, push-button tactical tail switch that provides one-handed operation of the momentary, variable intensity and strobe modes. The Strion HPL measures seven inches long, weighs 7.1 ounces, is IPX4-rated for water-resistant operation and is impact resistance tested to 2 meters.



Bushnell

(913) 752-3410
[www.shootingindustry.com/company/
bushnell-outdoor-products](http://www.shootingindustry.com/company/bushnell-outdoor-products)

The Sport Zoom 8-24x25mm binoculars feature a sleek, compact design, include a stadium-compliant clear carrying case and twist-up eye-cups. The binoculars come in black, green and white, and feature multi-coated optics and a zoom lens for quick power adjustments.





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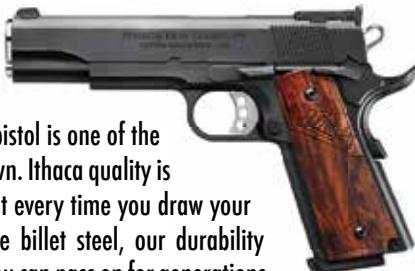
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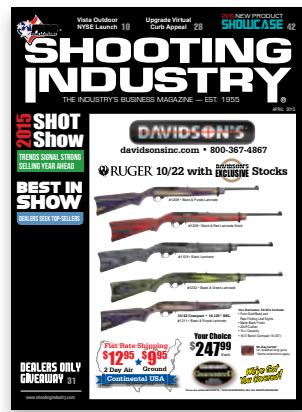
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GUNS SURPLUS

The **GUNS Surplus 2015 Special Edition** features 36 articles sure to whet the appetite of vintage and antique firearms aficionados, including looks at the Colt 1911, the Russian PPSh-41 and the Century Arms VZ2008. Information-packed features examine all-things vintage, including an in-depth gear guide and profiles of the SAS combat dagger, the ROK Squad Automatic and many more. This issue also includes the Resource Guide, covering surplus guns, uniforms, ammunition, accessories and more.

To order copies for your store, visit:
www.gunsmagazine.com/surplus



Another Attack On The Second Amendment

The ATF's effort to ban 5.56 M855 "Green Tip" ammunition shouldn't have surprised anyone in or out of the industry. Yes, the bureau's execution of the plan was badly bungled, but its intent



was clear: ban firearms the president of the United States doesn't like.

What the ATF — which imposed a very short period for public response — didn't expect was the massive "see through" of this blatant scheme by the president to get what he wants through executive action. The ATF received more than 80,000 comments and highly critical letters from both side of Congress.

Remember what the president said, following the failure of the Senate to pass his anti-gun legislation in 2013: "This effort is not over. I see this as just Round One."

Whether the ATF's effort to ban Green Tip can be seen as Round Two is debatable, given other anti-gun efforts. What is clear: There will be additional "rounds," driven by a president who is determined to cripple the Second Amendment.

What we must do is remain vigilant, expecting many "rounds" in this fight and be ready to respond in a way that reflects our determination not to be knocked out, regardless of who's throwing the punches.

Winchester Patterns Turkey Loads

Consumers, and many of us in the industry, are hunting turkeys throughout the country. Given the challenges of taking gobblers, hunters spend a lot of time patterning their shotguns to ensure they have the perfect load. Winchester Ammunition has made this task easy with their new Pattern Board app.

Hunters can choose the gauge, pellet size, shell length, choke constriction and Winchester turkey load. The app reveals

the perfect load based on more than 2,700 actual trigger pulls. Up to four loads can be compared side-by-side.

In addition to helping consumers select the right Winchester turkey ammo, it's a great in-store sales tool for dealers. Used on a smartphone, tablet or computer, it turns a salesperson into a turkey load expert. Great customer service.

Visit www.winchesterpatternboard.com



Remington Defense Available To Consumers

For the first time, Remington is making certain Remington Defense firearms available to the civilian consumer market. The firearms are developed and built by Remington's Defense Division's research and development engineers and manufacturing personnel.

Previously, the division's firearms were sold only to the U.S. military, U.S. law enforcement agencies and allied nations.

The initial offerings available to consumers are the R4GP (Remington Gas Piston) Carbine, R4 Carbine, PSR/MSR (Modular Sniper Rifles) and M2010 (U.S. Army replacement for the M24 Sniper Rifle).

Remington advises consumers to contact their local firearms dealers. Dealers should contact their sales reps.

Visit www.remington.com/remingtondefense



Aimpoint Offers Deals For New Dealers

In its 40th year, Aimpoint is offering new dealers up to \$1,000 off their first order, along with free shipping. To take advantage of this program, dealers should email sales@aimpoint.com to receive Aimpoint login credentials.

This will give access to Aimpoint's dealer eSales portal — www.aimpoint-dealer.com/newdealer — where dealers can place online orders using offer code 2015SI10.



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Reestablishing A Strong Sales Footing

The industry continues to navigate a soft, yet sometimes encouraging market, in a drive to reestablish a strong sales footing — and profits. Companies throughout the industry are making major adjustments in sales projections, tightening budgets, while introducing an impressive number of new products and offering plenty of deals to attract consumers across all product lines.

This year's show season, along with the 2014 NASGW Expo, provided a much-needed morale boost. Overall, there was an upbeat atmosphere at the shows, with buyers actually buying. There was also a strong desire to forget 2014 and get on with business. An encouraging, welcome sign.

While sales are not setting records, they are stabilizing. In February, NICS conducted 1,280,825 (NSSF-adjusted) background checks, a 1.3 percent increase over February 2014. It was the second highest February for the 16-year-old NICS system. Not surprisingly, the highest February was in 2013 when 1,634,309 (NSSF-adjusted) checks were conducted.

Consumer Coming Back

In late February, Ruger reported that its 2014 sales were \$544.5 million, compared to \$688.3 million in 2013, a 20.89 percent decrease. During its 2014 fourth quarter, Ruger reports sales were \$122.6 million, a drop of 32.6 percent compared to \$181.9 million in the 2013 fourth quarter.

"The strong demand experienced in 2013 remained through the first quarter of 2014 and much of the second quarter of 2014," said Michael Fifer, Ruger CEO. "However, during the latter half of 2014 demand for our products declined significantly."

Ruger reports new products introduced in 2014 represented \$89.4 million or 16 percent of firearms sales. In 2013, Ruger new products produced \$195.8 million or 29 percent of firearms sales.

In 2014, Ruger returned \$55.4 million to its shareholders through the payment of \$31.4 million of dividends, and the repurchase of 680,813 shares of common stock in the open market at an average price of \$35.22 per share, for a total of \$24.0 million.

Despite the downturns, Fifer said consumers are returning to the market.

"I think that, in general, we started to get a sense, mostly anecdotal, that the consumer was coming back late in the year [2014]. And that's continued right through to January and February [of this year]," Fifer said, during a Feb. 26 earnings conference call. "And I think it makes sense when you think in terms of, there was a bit of over indulgence in 2013 and then a, frankly, expected pull back through much of 2014."

That absence is now in the past, Fifer says.

"I would guess, after the consumers had denied themselves for a better part of the year, it was time to come back and start enjoying the sport again," Fifer said.

Improved Inventory Situation

In early March, Smith & Wesson Holding Corp. reported its 2015 third quarter sales, which ended January 31, were \$130.6 million. This is a 10.5 percent decrease compared to sales of \$145.9 million during the 2014 third quarter.

"I would guess, after the consumers had denied themselves for a better part of the year, it was time to come back and start enjoying the sport again."

— Michael Fifer, Ruger CEO

In firearms, S&W reports \$14.5 million in sales during the quarter, a 14.7 percent decrease from the third quarter of 2014. Handguns declined \$6.8 million (-6.8%) and long guns were down \$13.5 million (-39.8%).

"Our third quarter results reflect the successful navigation of a normalizing firearm market following an earlier consumer surge in firearm purchases, combined with the ongoing focused execution of our long-term strategy," said James Debney, S&W Holding Corp. president and CEO. "Sales in our firearm division exceeded our updated expectations, reflecting solid orders from distributors and key retailers at the start of our annual industry show season in January."

Debney also said Battenfeld Technologies (BTI), which S&W acquired in December 2014, is expanding the company's offering of firearm accessories.

"At SHOT Show in January, BTI unveiled 38 new products," Debney said. "We are excited about the opportunities for additional growth and profitability that our newly established accessories division will provide us."

Looking to the future, Debney said there has been improvement in distribution levels.

"In general, we believe the industry-wide channel inventory situation improved across most product categories in the third quarter, recovering somewhat from the channel over-replenishment that existed following the last consumer surge in firearm purchasing," Debney said, during a March 3 earnings conference call.

Debney also noted encouraging signs during the show season.

"The shows have all been well attended by dealers who were clearly there to do serious business. Order strength has been what we would consider typical for a non-surge environment and many dealers have told us they're pleased with that business," Debney said. "Our observation is that those dealers who are working hard to promote their businesses are benefiting from the strength we've seen in recent mix numbers."

Not Just Surviving

The key to sales success this year is looking beyond today's numbers. Yes, there are plenty of challenges ahead, including the summer months. Succeeding — not just surviving — will require focus, "real" new products, over-the-top consumer promotions at all levels and an extra dose of motivation.

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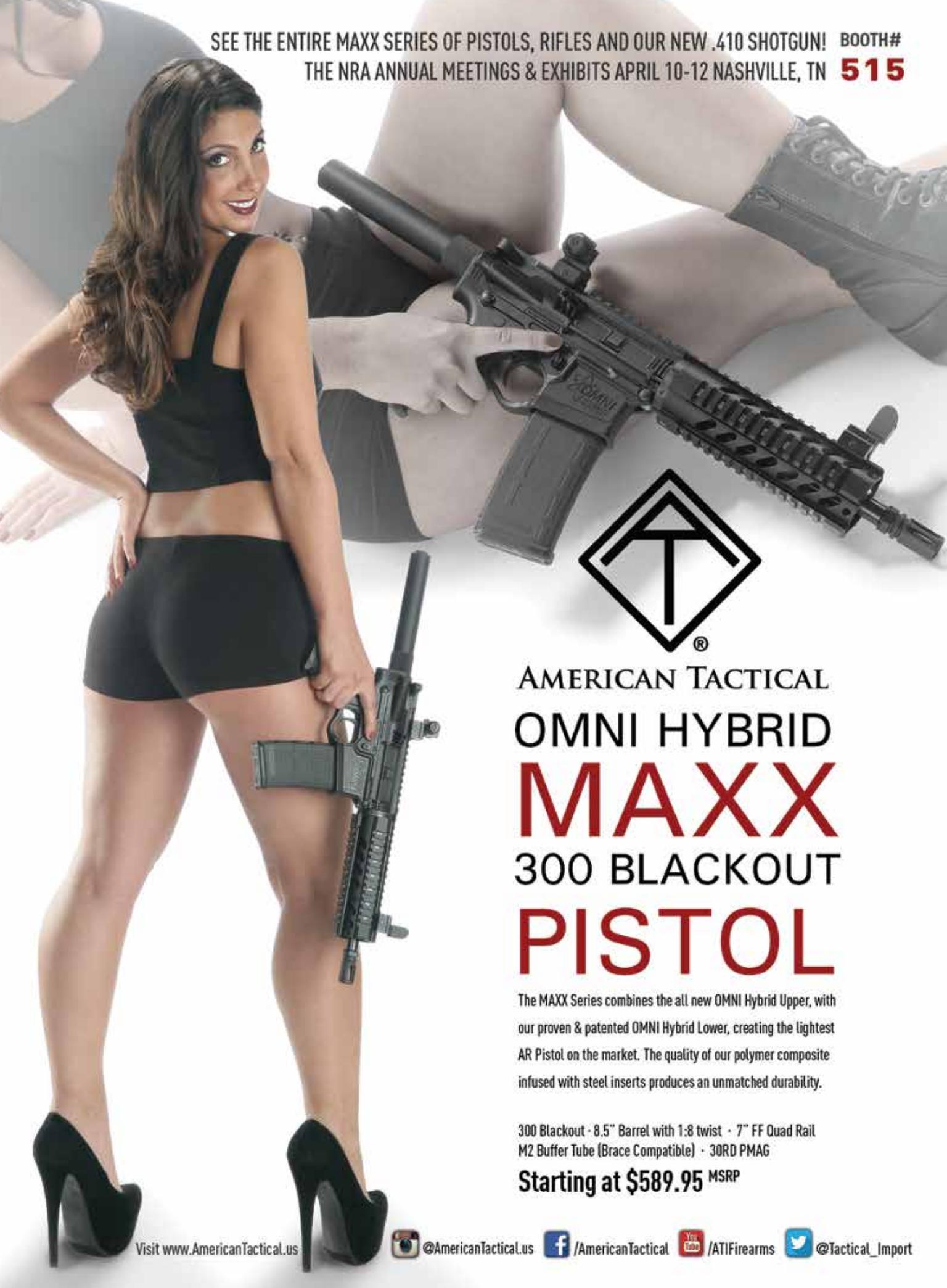
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